UARY 21, 1955 35c PER COPY

BROADCASTING TELECASTING

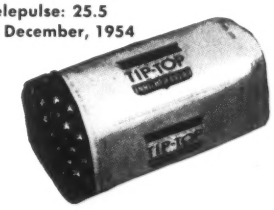
IN THIS ISSUE:

24TH year

WJAR-TV
made this sale!

Here's where successful live, local television programing pays off! Viewers come to know and trust the recommendations of our live, local salesmen. The Tip-Top Circus is the highest rated children's show in the area, including network shows. This is solid proof that locally produced tv shows are the best buy. With more live, local talent than any other television channel in New England, it's easy to see why WJAR-TV makes more sales for more advertisers!

TIP-TOP BREAD
Telepulse: 25.5
as of December, 1954



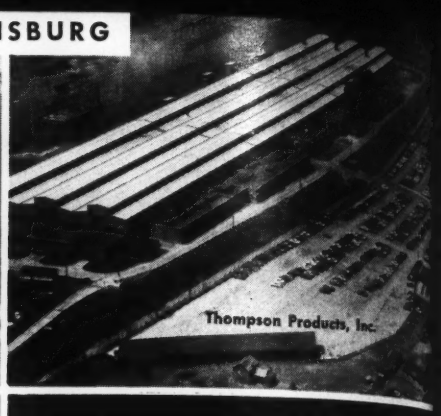
Featured Thursdays, 6:00—6:30 p.m.
on TIP-TOP CIRCUS
Client: Ward Baking Company Agency: J. Walter Thompson

Powerful 10
Providence,
Rhode Island

WJAR-TV

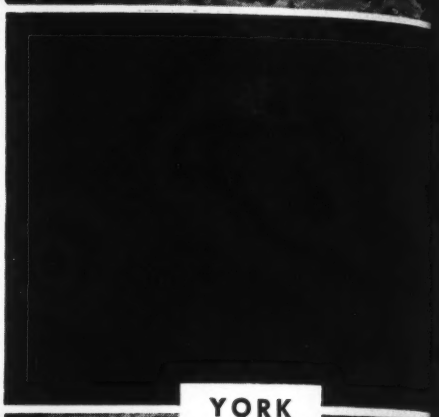
bird's-eye views of a $5,000,000,000 prospect for you

HARRISBURG

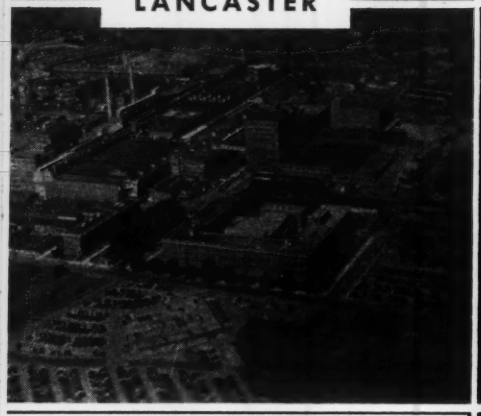


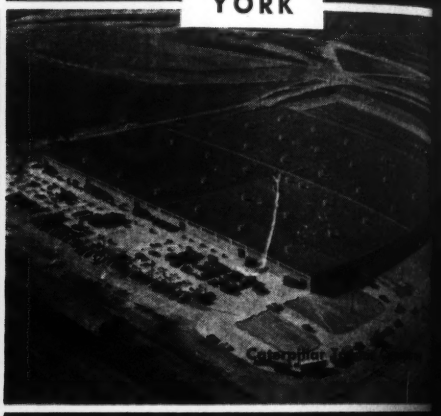
LANCASTER

These five important metropolitan areas *plus* countless industrially rich cities and towns make this vast WGAL-TV market area a multi-billionaire prospect for your advertising dollar. Use WGAL-TV to reach three and a quarter million people with an effective buying income of $5 billion. Share in the almost $3 billion they spend for retail goods annually.



YORK





LEBANON

Channel 8—Mighty Market Place

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mt. Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

WGAL-TV

Lancaster, Pa.

NBC • CBS • DuMont

READING

Like an Esplanade evening concert

WHDH is a habit in Boston

You're not a true Bostonian unless you've enjoyed an Esplanade Concert on the banks of the Charles River under a mellow summer moon.

And Bostonians are unique in more than their love for music. The over $153,000,000 spent annually on furniture and household products in Boston is a symphony of sales to any advertiser's ears.

As a powerful independent station, WHDH is in a perfect position to program to Boston's unique pastimes and tastes. WHDH does . . . and so successfully that it, too, is a *habit* in Boston.

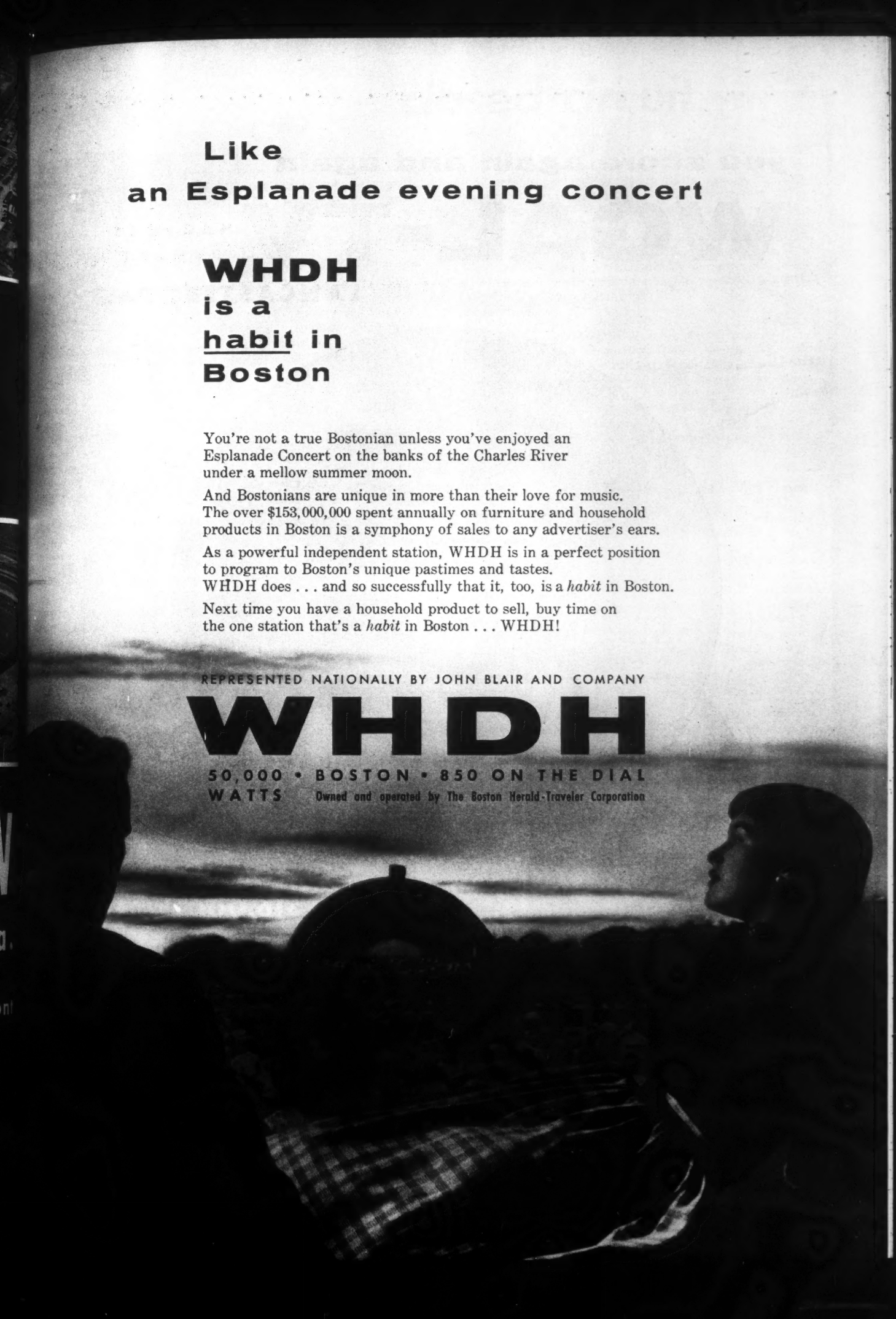
Next time you have a household product to sell, buy time on the one station that's a *habit* in Boston . . . WHDH!

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

WHDH

50,000 WATTS • BOSTON • 850 ON THE DIAL

Owned and operated by The Boston Herald-Traveler Corporation



you score again and again

WGAL-TV

NBC • CBS
DUMONT

LANCASTER, PA.

WGAL-TV has much in common with a champion professional ball club on a winning streak. It makes every play count—every advertising dollar you spend bring maximum results. Use WGAL-TV to reach a vast, enthusiastic audience—more than three million people who have an annual effective buying income of over $5 billion, who spend almost $3 billion for retail goods annually.

STEINMAN STATION
Clair McCollough, *Pres.*

316,000 WATTS

Channel 8 Mighty Market Place

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Carlisle	Hazleton
Chambersburg	Sunbury	Shamokin
Waynesboro	Lewistown	Bloomsburg
Frederick	Lock Haven	Lewisburg
Westminster	Hagerstown	Martinsburg

Representatives

MEEKER TV, Inc.

New York Chicago
Los Angeles San Francisco

closed circuit®

NEW CAUSE CELEBRE • Portents of another attack upon FCC alleging discrimination against newspapers is foreseen as result of FCC's 5-1 decision announced Friday granting ch. 3 in Shreveport, La., to KTBS over competitive application of newspaper-owned KWKH (see story page 71). American Newspaper Publishers Assn., which interceded in McClatchy appeal from FCC decision in Sacramento ch. 10 case, is expected to erupt violently in Louisiana case.

B•T

FCC's purported anti-newspaper policy may get airing this week before Senate Interstate & Foreign Commerce Committee when Chairman George C. McConnaughey appears for hearing on his confirmation. Issue has been agitated not only by Shreveport decision (above) but also by tenor of FCC's action last week in chastising WKY Oklahoma City while approving transfer of WSFA-AM-TV Montgomery, Ala., to WKY Radiophone Co.

B•T

INTERESTING STATISTIC • To be thrown in hopper somewhere along line in newspaper-ownership fight is this statistic: Of 75 tv stations that have been sold since World War II (including prefreezers) only one (KOB-AM-TV Albuquerque) has been by newspaper owner in same market. Only three others have been sold by absentee newspaper-owners (KLAC-TV [now KCOP (TV)] Los Angeles; WTVN-TV Columbus, and WDEL-TV Wilmington, Del., latter pending approval).

B•T

NEW nine-man NARTB study group soon to be named to probe plan for "low-cost" inter-city tv relay facilities under Western Union operation. WU has New York-Philadelphia-Washington-Pittsburgh microwave hookup and could make it nationwide with aid of tv carrier business and outside capital. WU believes rates would be so much lower that costs could be amortized in short time. Naming of committee directed by NARTB board at Florida meeting [B•T, Jan. 31].

B•T

'OPERATION REDESIGN' • While "personal reasons" were ascribed for William H. Fineshriber Jr.'s resignation as NBC vice president in charge of radio network (story page 99), it's understood that executive did not see eye-to-eye with NBC President S. L. (Pat) Weaver on plans to be announced soon for "Operation Redesign" for complete reorganization of radio network. Mr. Fineshriber, who at 45 is one of veteran top executives in network field, may not announce his plans for several weeks—after he has taken vacation.

B•T

RESIGNATION of Mr. Fineshriber from NBC, it's learned, may presage other severances in near future at policy level in radio operation. "Operation Redesign," format of which has been top secret, may entail expenditure of perhaps $2 million to reorient and revitalize operations. Speculation centers on new type of full program service at fixed fee, possibly utilizing "press association" principles.

B•T

NIGHT AND DAY • While NARTB's Radio Standards of Practice Committee is confining its bait-switch action to strong resolution condemning such advertising (see story page 79), committee wants actual change in code language to modernize day and night commercial time limits. NARTB Radio Board may be asked to approve change in code at summer meeting, based on evolutionary changes in aural medium. At present code specifies shorter commercial time at night, in line with premium status of night hours when document was adopted in 1948, but committee believes day-night limits should be equalized. Changes in programming and advertising language were made in 1954.

B•T

QUESTION of property rights in their signals continues to perturb broadcasters —particularly where community television systems are concerned. But, so far, no one has done anything about it, even though several stations and producers have warned, unsuccessfully, that they don't want their shows distributed via cable companies. Community tv operators contend they're merely rendering a service; not using programs for profit. Both broadcasters and community tv men are looking for test case. Could be that "friendly" suit will be instigated to lay foundation for judicial interpretation.

B•T

TWO MONTHS WAIT • It'll be at least another couple of months before awaited "appraisal" of diary-recorder combination system (used by A. C. Nielsen Co.) will be forthcoming from American Research Foundation's working committee on radio-tv ratings. In addition to committee deliberations, comments from all audience measurement services will be solicited and gathered as was done for full list of systems made public early last winter [B•T, Dec. 27, 1954].

B•T

HOW effective are "live" repeats of standout programs? Some enlightenment can be expected from rating services' reports on Kraft Theatre's *Feb. 9 repeat of its widely acclaimed live show, "Patterns" (NBC-TV, 9-10 p.m. EST), originally telecast Jan. 12. A. C. Nielsen, for example, expects to have "duplication" comparison of both "Patterns" programs, showing number of tune-ins per home, ready sometime after regular rating of second showing is reported early next month.*

TEMPORARY SILENCE • NBC has definitely adopted "wait and see" policy on Plotkin-Jones reports on network licensing-uhf problems. Word is out that policy will be to await responses of Dept. of Justice and FCC requested by Chairman Magnuson (D-Wash.) following release of initial vituperative Plotkin Memorandum. On toll tv, NBC will say nothing with policy statements to emanate from RCA at appropriate time.

B•T

ALTHOUGH Jones Progress Report did not recommend that networks be made common carriers, list of 18 proposed questions at end of report ask for more information than has ever been asked of a common carrier service, one network executive observed after reading report. Questions cover 12½ printed pages in small type.

B•T

NAMES IN HAT • Add to list of those under consideration to succeed Harry M. Plotkin as special counsel for Democratic majority of Senate Interstate & Foreign Commerce Committee: Sidney Davis, former counsel for Senate Judiciary Committee. Also under consideration is Arthur Scheiner, former chief of FCC Broadcast Bureau's Rules and Standards Division, who reportedly had been recommended by Mr. Plotkin. Being considered for associate counsel is Stanley Cohen, now in office of Leo Resnick and former FCC broadcast attorney.

B•T

LENNEN & Newell, New York, reportedly seeking one of its clients to share sponsorship with Emerson Drug Co. (Bromo-Seltzer) on forthcoming new film series to replace Janet Dean, R.N., *at end of March on national spot basis. It's understood that Ziv package,* Science & Fiction Theatre, *is replacement under study.*

B•T

NO SALE • To set at rest reports that WGR-AM-TV Buffalo are for sale, board of directors of company owning properties has adopted resolution which concludes: ". . . it is the consensus of the members of this board that this corporation should not sell its stations and that operating figures of this corporation should not be released with a view to enabling offers of purchase to be submitted." Published reports in Buffalo have linked both Storer and Westinghouse in conversations, and figures of $6 to $8 million have been mentioned.

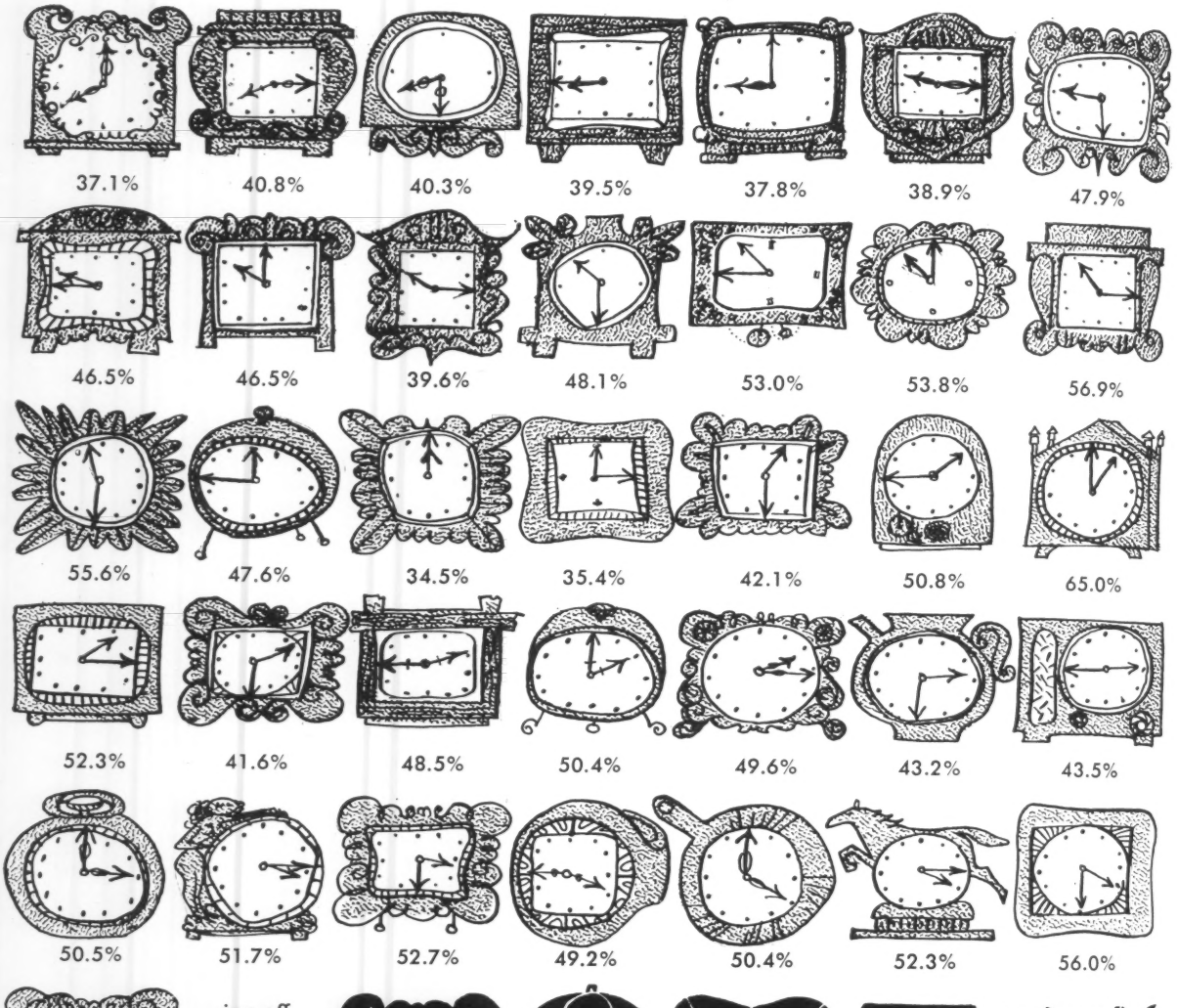
B•T

COUNTERING recurring reports of imminent sale of WGR-AM-TV, Paul A. Shoellkopf Jr., treasurer-stockholder, revealed to B•T that corporation is interested in acquiring additional tv properties, rather than disposing of present holdings.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Among KOWH advertisers, at all hours of the day . . .

A GOOD TIME IS HAD BY ALL!



No advertiser gets a bad time on KOWH, proud dominator of every single daytime ¼ hour. Lowest average quarter: 34.5%. Highest: 65% RPT 65%*. A.M. average: 45.3%; P.M. average: 47.6%; All-day: 46.7%. (Next station 21.3%.)

The time was never better for a chat with the H-R man, or KOWH General Manager Virgil Sharpe.

** Hooper Continuing Measurements, 8 a.m.-6 p.m. Monday-Saturday, Oct. '54-Jan. '55.*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps, Inc.

at deadline

N. Y. Governor Summons Bait-Switch Conference

CONCERN on "bait-and-switch" advertising, as well as other questionable or fraudulent practices in radio-tv advertising, has progressed from city to state level in New York with call by Gov. Averell Harriman for March 15 fact-finding conference. At same time, New York State Attorney General Jacob K. Javits has asked for injunctive power against "radio and television pitchmen." (See NARTB Code story, page 79.)

Mr. Javits asserted that "growing use of new forms of advertising through television and radio has provided a new and highly successful vehicle for such unfair competition and deceptive acts or practices and has mushroomed the number of complaints." Tv and radio "pitchmen," he charged, are used to "delude" public by misrepresenting that "fantastic bargains" can be purchased. He proposes legislation for injunction and subpoena purposes.

State study adds to grand jury investigation now underway in Brooklyn (Kings County) of New York area radio and tv "bait-and-switch" advertising [B•T, Jan. 31].

KTBS Gets Final Decision For Ch. 3 in Shreveport

FCC ISSUED final decision favoring grant of Shreveport, La., ch. 3 to KTBS there, affirming examiner's initial decision [B•T, June 21, 1954]. Commission found KTBS better qualified in local ownership, integration of ownership and management and more extensive participation of KTBS owners in local affairs.

Competing applicant KWKH-AM-FM there was found critically deficient under FCC's diversification of media of communications policy. Clear-channel KWKH is owned by Times Publishing Co., which owns *Shreveport Times* and *Monroe* (La.) *World* and *News-Star*. Same principals (family of late John D. Ewing Sr.) also own clear-channel KTHS Little Rock, Ark., and 42% of ch. 11 KTHV (TV) Little Rock.

"We conclude," FCC said, "that a grant to International [KWKH licensee] in this proceeding, International presently controlling, by affiliated enterprises and through identity of officers, two clear-channel stations, one television station and three newspapers in a basic area which is contiguous in character, all as above found, would produce a concentration of broadcast and newspaper facilities not to be encouraged in the conditions of comparison here under consideration."

In discussing *Shreveport Times*' joint printing arrangement with *Shreveport Journal*, Commission said that since no forced combination advertising is in effect there is "no disservice to the public interest resulting from the formation of, and agency agreement with, the Newspaper Production Co."

In Fort Wayne, Ind., ch. 69 case [B•T, Nov. 8, 1954], Commission disqualified James R. Fleming and Paul V. McNutt because they were stockholders of *Fort Wayne Journal Gazette* which has joint printing and business agreement with *Fort Wayne News Sentinel* under which national and classified advertisers must use both newspapers.

OPEN—CLOSED

"OPEN closed circuit" planned by Crane Co. (plumbing and heating supplies), Chicago, in purchase of four spots on CBS-TV's *Morning Show* for tomorrow (Tues.) morning. Some 8,000 dealers and their wives are slated to gather at 100 regional breakfast meetings in East and Midwest to watch commercials, which will tie in with Crane sales presentations to be made at meetings. Agency: Leo Burnett Co., Chicago.

Liberalized Football Plan Drafted by NCAA Tv Group

AFTER rejecting nearly dozen plans during early stages of two-day Chicago meeting, NCAA Tv Committee Friday reportedly approved liberalized compromise program for 1955 football tv controls. Program is said to incorporate features of both national-regional and "one-rule" plans—Nos. 2 and 3 offered at NCAA convention [B•T, Jan. 10]—but details not made public.

New program designed as compromise between last year's "one game per week" idea and advocates of regional-only program. Blueprint to be submitted for referendum March 2 and announced following day. Ballots are to be returned by March 12. Compromise dictated by increasing criticism of 1954 method, fear of government action, sponsorship, legislative and other factors, it was understood.

NARTB to Probe Music Fees

EXTENSIVE inquiry into music licensing fees and general problems of radio-tv music performance voted Friday by NARTB Copyright Committee at Washington meeting. Association staff will compile data for committee review. Also ordered was drafting of possible amendments to nation's copyright laws. Committee reviewed status of laws and legislative situation.

WEWS (TV) Joins DuMont

AFFILIATION of WEWS (TV) Cleveland with DuMont Tv Network, effective March 2, announced by Elmore B. Lyford, network director of station relations. WEWS replaces WXEL (TV) as DuMont's affiliate in Cleveland. WEWS is Scripps-Howard station.

PORTABLE PHONES

NEW portable telephone system developed for Army Signal Corps, which can handle 12 simultaneous conversations at distances up to 200 miles, being announced today (Mon.) by Bell Telephone Labs. Basic equipment units approximate size of large suitcases, can be carried by one or two men and can handle three times as many conversations over single cable compared to Korea and World War II systems. Carrier principle used permits 12 conversations to share same cable on different frequencies.

• BUSINESS BRIEFLY

CORN PRODUCTS BUYS • Corn Products Refining Co., N. Y., signs for sponsorship of Wed. 10:30-45 a.m. segments of *Arthur Godfrey Time* on CBS Radio (Mon.-Fri., 10-11:30 a.m.) and CBS-TV (Mon.-Thurs., 10:30-11:30 a.m.) and for Wed. 2-2:15 p.m. portions of *Robert Q. Lewis Show* on CBS-TV (Mon.-Fri., 2-2:30 p.m.), both effective Feb. 23. Agency: C. L. Miller Co., N. Y.

P & G ON 'GLEASON' • Procter & Gamble (Gleem toothpaste) signs as participating sponsor of CBS-TV's *Jackie Gleason Show* (Sat., 8-9 p.m.) replacing W. A. Sheaffer Pen Co., effective April 2. P&G contract, through Compton Adv., is for 26 weeks, including 12 of regular Gleason show and 14 of summer replacement. Signing continues program in sold-out status, other sponsors being Schick Inc. (razors) and Nestle Co. (Nescafe).

TEENAGER APPEAL • Acrillan Sweaters, N. Y., through Doyle Dane Bernbach, N. Y., is turning to radio spot announcement test campaign to appeal to teenagers when it launches scattered-market drive Feb. 28 for two weeks.

COSMETIC NEWS • Thomas Leeming & Co. —Pacquin Inc. (hand cream), N. Y., buys into ABC Radio *Weekend News* package for total of 176 five-minute news broadcasts on Saturday and Sunday over eight-week period, starting last Saturday. Agency: Wm. Esty, N. Y.

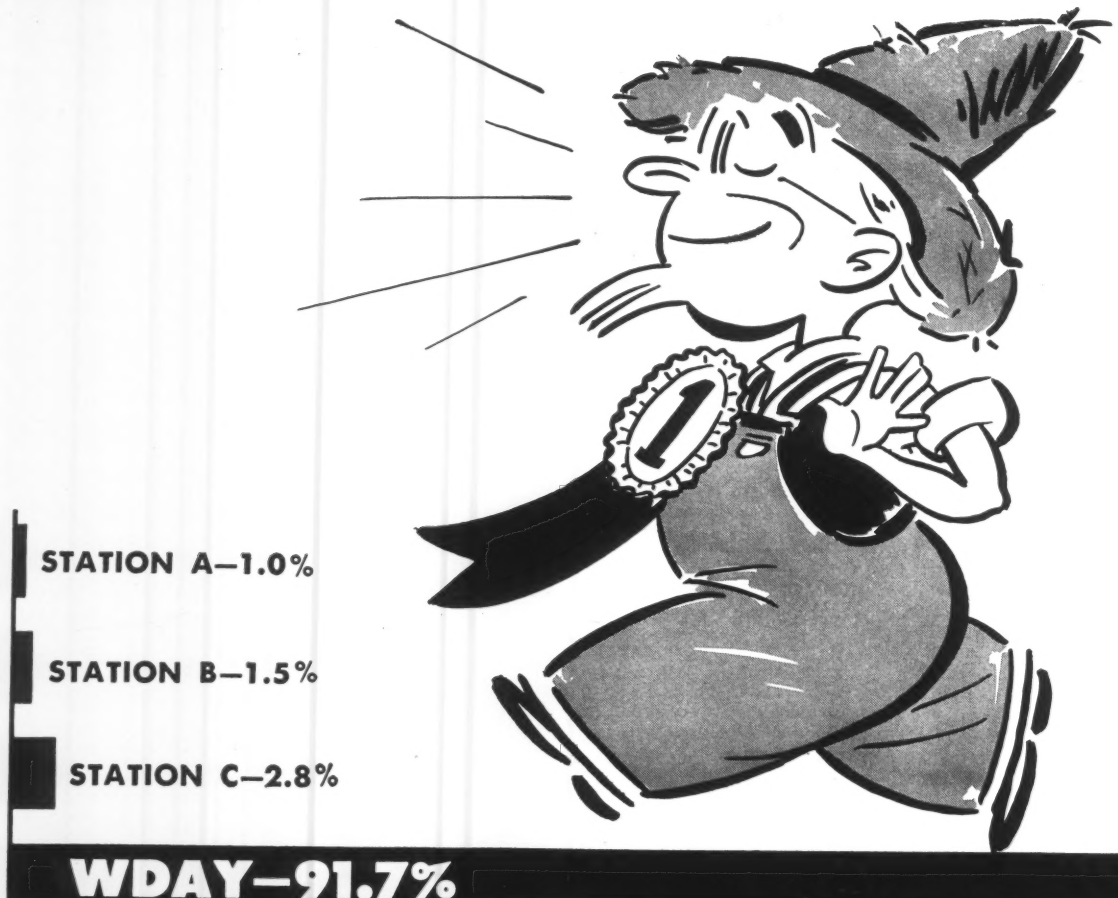
SCHICK BACK ON RADIO • Schick Inc. (razors), N. Y., placing radio spot announcement saturation test starting today (Mon.) on five stations in Cleveland. Test will run for four weeks and marks Schick's return to radio spots for first time this year.

Bitner Dividends Declared

DIVIDEND of 23 cents per share on common and 5 cents on B common declared Friday by board of directors of Consolidated Television & Radio Broadcasters Inc. Dividend is payable April 1 to stockholders of record March 15. Company is controlled by Bitner family and operates WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids and WFDF Flint, in Michigan, and WEOA Evansville, Ind. It recently bought WTCN-TV and WMIN-TV, Minneapolis time-sharing stations on ch. 11, for $3.35 million [B•T, Jan. 31], subject to FCC approval. Consolidated showed net profit after taxes of more than $1¼ million for fiscal year ended Nov. 30, 1954 [B•T, Feb. 14]. It has just completed new facilities in Grand Rapids.

Babb, Burkhart Head Lever

ELECTION of Jervis J. Babb as board chairman and William H. Burkhart as president of Lever Bros., New York, announced Friday. Mr. Babb, who has been president and a director of Lever Bros. since May 1950, succeeds John M. Hancock as chairman. Mr. Hancock retired this month. Mr. Burkhart, who replaces Mr. Babb, has been executive vice president since 1953.



WDAY POLLS 91.7% IN THE 41 COUNTIES AROUND FARGO!

THE Northwest Audit Company of Fargo has just completed a Rural Radio Survey in the Red River Valley Area. A double post-card was mailed to 3,200 rural families living within 150 miles of Fargo, in all directions.

This question was asked each family: "To what one radio station does your family listen the most?"

Twenty-five stations were mentioned in the returns. Of the 1681 replies, *1541* preferred *WDAY!* Rural listeners chose WDAY *32* to *1* over the second-best station — *11* to *1* over all 24 other stations *combined!*

This survey, which covered 41 counties in North Dakota, Minnesota and South Dakota, is a perfect example of the almost unbelievable preference that WDAY enjoys in this rich farming area.

Get all the facts from Free & Peters — or write us direct.

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., *Exclusive National Representatives*

at deadline

Second Witness Reverses Earlier Lamb Testimony

SECOND FCC Broadcast Bureau witness to recant earlier testimony linking Edward Lamb with communist activities appeared before Examiner Herbert Sharfman Friday in license renewal hearing on Mr. Lamb's WICU (TV) Erie, Pa. He is ex-communist Lowell Watson who, like Mrs. Marie Natvig, first to recant, charged Broadcast Bureau counsel with "coaching and conditioning" him before taking stand.

Mrs. Natvig, under further examination earlier in week but unable to resume Friday because of illness (story page 82), charged she had been coerced to give false testimony [B•T, Feb. 14]. Third witness, Clark Wideman, fortnight ago admitted his recollection of statements he earlier attributed to Mr. Lamb "possibly" could have been made by another person.

Mr. Watson attributed his "coaching" to ex-FCC attorney Walter Powell Jr., Commission investigator Robert Leahy and earlier witness William Garfield Cummings. He contended he told FCC personnel he didn't recall soliciting Mr. Lamb for party causes, never heard Mr. Lamb called "comrade" nor ever knew Mr. Lamb to be advisor to International Labor Defense and was "ashamed" he had allowed them to mislead him in his earlier testimony [B•T, Sept. 27, 1954].

Mr. Watson, saying he never knew Mr. Lamb to be party member, charged his testimony was revised several times and copy was given him by Mr. Powell to review in his hotel room night before taking stand. Mr. Powell presently is confined to his home after a heart attack.

Friday morning highlight was effort of Broadcast Bureau to put on stand Leo Graves, security officer of local Woodner Hotel, to confirm contact with Mrs. Natvig late Thursday night. Move was blocked by examiner after Russell Brown, counsel for Mr. Lamb, described effort as "dying gasp of a vicious snake." Mr. Brown said he had just talked to Mrs. Natvig and learned Mr. Graves and FCC counsel Joseph Kittner had gone to Mrs. Natvig's room and latter told her she would be responsible for Mr. Powell's death. Mr. Brown later withdrew statement when examiner forbid Broadcast Bureau to make offer of proof.

General Tire Sales Record

INCOME from radio-tv operations of General Tire & Rubber Co. last year came to $1,376,855, or $1.12 per share, William O'Neil, president, announced. Net profit exclusive of unconsolidated radio-tv earnings dropped to $4,502,645, or $3.18 per share, from $6,275,158, or $4.91 per share, earned in 1953. Mr. O'Neil said 1955 business outlook looks good, anticipating substantial gains in sales and earnings. Sales in fiscal 1954 reached new peak of $216.9 million, up 5% over 1953.

'Augusta Herald' Purchased

PURCHASE of afternoon *Augusta* (Ga.) *Herald* by its morning competitor, *Augusta Chronicle*, for $1.5 million, has been announced. G. R. Boswell, publisher, and Milwee Owens, editor, of *Herald*, are one-third owners each of WGAC Augusta. A. D. (Jess) Willard Jr. owns other third of 5 kw daytime, 1 kw nighttime station (on 580 kc).

UPCOMING

Feb. 23: Presentation, Voice of Democracy Awards, Shoreham Hotel, Washington.

Feb. 23: Senate Commerce Committee hearing on nomination of George C. McConnaughey, Capitol, Washington, Room G-16, 10 a.m.

Feb. 24: NARTB Insurance Committee, NARTB Hdqrs., Washington.

Feb. 25: NARTB Tv Accounting Manual Committee, NARTB Hdqrs., Washington.

For other Upcomings see page 120.

AT&T Adds 20,000 Miles In Year to Tv Circuits

TWENTY-THOUSAND miles of tv channels were added to Bell System television network in 1954, bringing total to 69,000 miles serving 357 stations in 233 cities, AT&T President Cleo F. Craig says in annual report. Year-end interconnected total included almost 100 stations and 70 cities added during year. Report also shows AT&T tv network equipped to carry color programs to 129 cities having 232 stations and says that at start of 1955 total of 149 stations in 109 cities were using this color service.

Bell Labs' work on special transmitters and receiving antennas to send certain waves "over the horizon" for 150 miles or more without amplification (where frequent intermediate relays are not practical) also is pointed up. Mr. Craig notes that AT&T expects "to send such waves between Southern Florida and Northern Cuba," providing needed additional telephone channels and also opening up "possibility of television service over the route."

Terming 1954 "a year of much progress" for Bell System, report shows net income (after taxes) of Bell System and subsidiaries was $564,898,544 in 1954 as against $491,693,857 in 1953. Bell System earnings applicable to AT&T stock are placed at $11.92 per share on more than 46 million average shares in 1954 as compared to $11.71 on less than 41 million shares in 1953.

Trafficking Issue Raised

QUESTION of possible trafficking in license is issue raised in proposed sale of ch. 5 KNAC-TV Fort Smith, Ark., to Southwestern Pub. Co., FCC reported Friday in pre-hearing McFarland letter sent to station. Sale was protested on that ground several weeks ago by KFPW Ft. Smith [B•T, Jan. 24]. Southwestern, headed by publisher-broadcaster Donald W. Reynolds, proposes to buy KNAC-TV from American Television Co. for $50,000 cash and over seven-year period pay $5,000 annually each to American Television's H. S. Nakdimen and former ch. 5 competitor George T. Hernreich. Latter dropped application after ch. 5 merger agreement. FCC letter indicated KNAC-TV expenses totaled $31,000.

PEOPLE

MONTEZ TJADEN, KOMA Oklahoma City, named "Outstanding Woman in Oklahoma Advertising" at Founder's Day dinner of Oklahoma U. chapter, Gamma Alpha Chi, national professional advertising fraternity.

EDWARD H. BRONSON, NARTB director of Tv Code affairs, recuperating from hernia operation.

JOHN M. HASKELL, Charles A. Haney Assoc., Newtonville, Mass.; **CHARLES E. FORESSTER,** Jerome O'Leary Adv., Charleston, W. Va., and **JOHN SMITH,** L. C. Fitzgerald Inc., Providence, R. I., all to Harold Cabot & Co., advertising agency, Boston. Mr. Haskell and Mr. Foresster to be account executives and Mr. Smith to join production department.

Two Ready Questions For McConnaughey Hearing

TWO PERSONS outside Senate Commerce Committee last week indicated interest in committee's upcoming hearing Wednesday on nomination of appointee FCC Chairman George C. McConnaughey to regular membership on Commission.

Sen. Estes Kefauver (D-Tenn.) notified committee last week he may want to ask Mr. McConnaughey some questions. Tennessean said after McConnaughey hearing by committee last November [B•T, Nov. 29, 1954] that he might want to question FCC chairman about some letters he had received critical of Mr. McConnaughey (also see story, page 88). Letters were understood to involve past Commission procedures in broadcasting field.

Joseph Selly, president of American Communications Assn. (union of ship radio operators, etc.), New York, told committee he will appear to ask Mr. McConnaughey's views on monopoly in communications, including broadcasting. Mr. Selly, who also asked deferment on action on nomination last November prior to hearing, said he was undecided on what position ACA will take on Mr. McConnaughey until certain yardsticks, to which ACA thinks he should measure up, are examined.

Committee Chairman Warren G. Magnuson (D-Wash.) said Friday that Sen. Kefauver, although not member of committee, probably will be allowed to question FCC chairman if he wishes.

Probe of FCC Lamb Inquiry Indicated by Magnuson

CHAIRMAN Warren G. Magnuson (D-Wash.) of Senate Commerce Committee indicated Friday he may want to question FCC about Edward Lamb license renewal case after Lamb hearing is concluded.

Questioning probably would come at committee's upcoming hearing of FCC, planned next month in Senate group's investigation of networks and uhf-vhf troubles, if Lamb hearing is ended by that time.

Sen. Magnuson said Mr. Lamb would be given opportunity to appear at this Wednesday's hearing on FCC Chairman George C. McConnaughey's nomination to make known his views. Commerce Committee head didn't know whether Mr. Lamb would be permitted to put questions directly to FCC chairman. "You've got to play that by ear," he said. He said Comr. McConnaughey probably didn't know lot about background of Lamb case.

Sen. A. S. Mike Monroney (D-Okla.) has said he intends to ask Mr. McConnaughey what future policy FCC is going to follow in license renewal proceedings (see story page 88].

the week in brief

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*Reg. U. S. Patent Office

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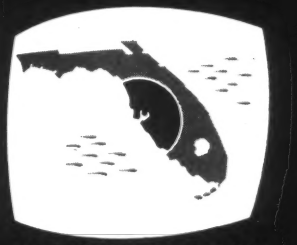
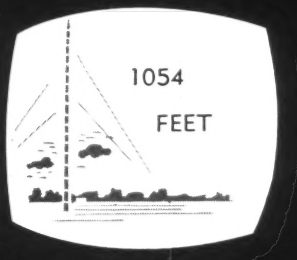
WFLA-TV

IS ON THE AIR

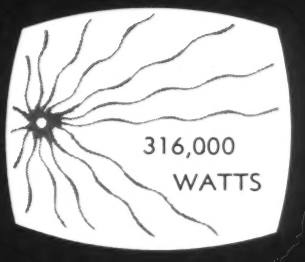


FIRST VHF TO COVER FLORIDA'S WEST COAST

COMPLETE NBC PROGRAMMING 7 AM TO 1 AM



HIGHEST TOWER IN FLORIDA



MAXIMUM POWER

Now . . . you can get *complete* TV coverage on *all* of Florida's West Coast *for the first time!* With the highest tower in Florida and maximum power, WFLA-TV provides the greatest physical coverage in Florida.

In addition to the Tampa-St. Petersburg Metropolitan Market—*America's 45th retail market*—WFLA-TV delivers *all* of Florida's richest, most heavily populated trade area. Here are area market figures:*

Number of counties	26
Population	1,092,190
Families	339,180
TV sets (RETMA-11/29/54)	135,720
Retail sales	$1,124,143,610

For complete TV coverage of Florida's West Coast buy WFLA-TV—where solid programming from 7 am to 1 am assures the maximum audience for your sales message.

**Sales Management 1954, within the 100 mv/m contour.*

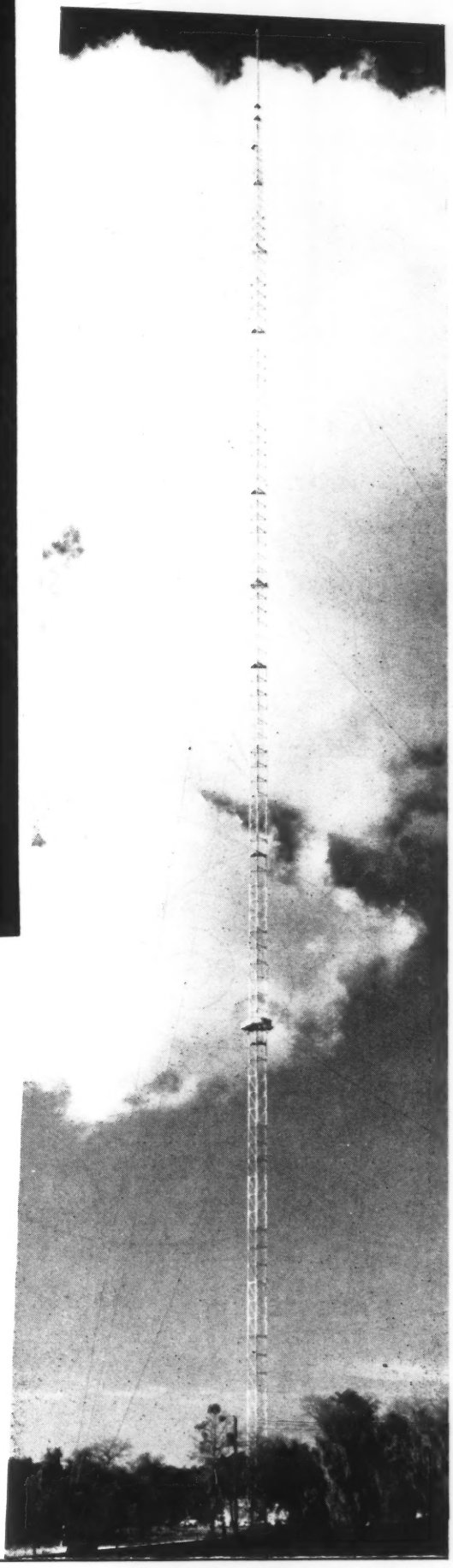
WFLA-TV

channel 8 NBC

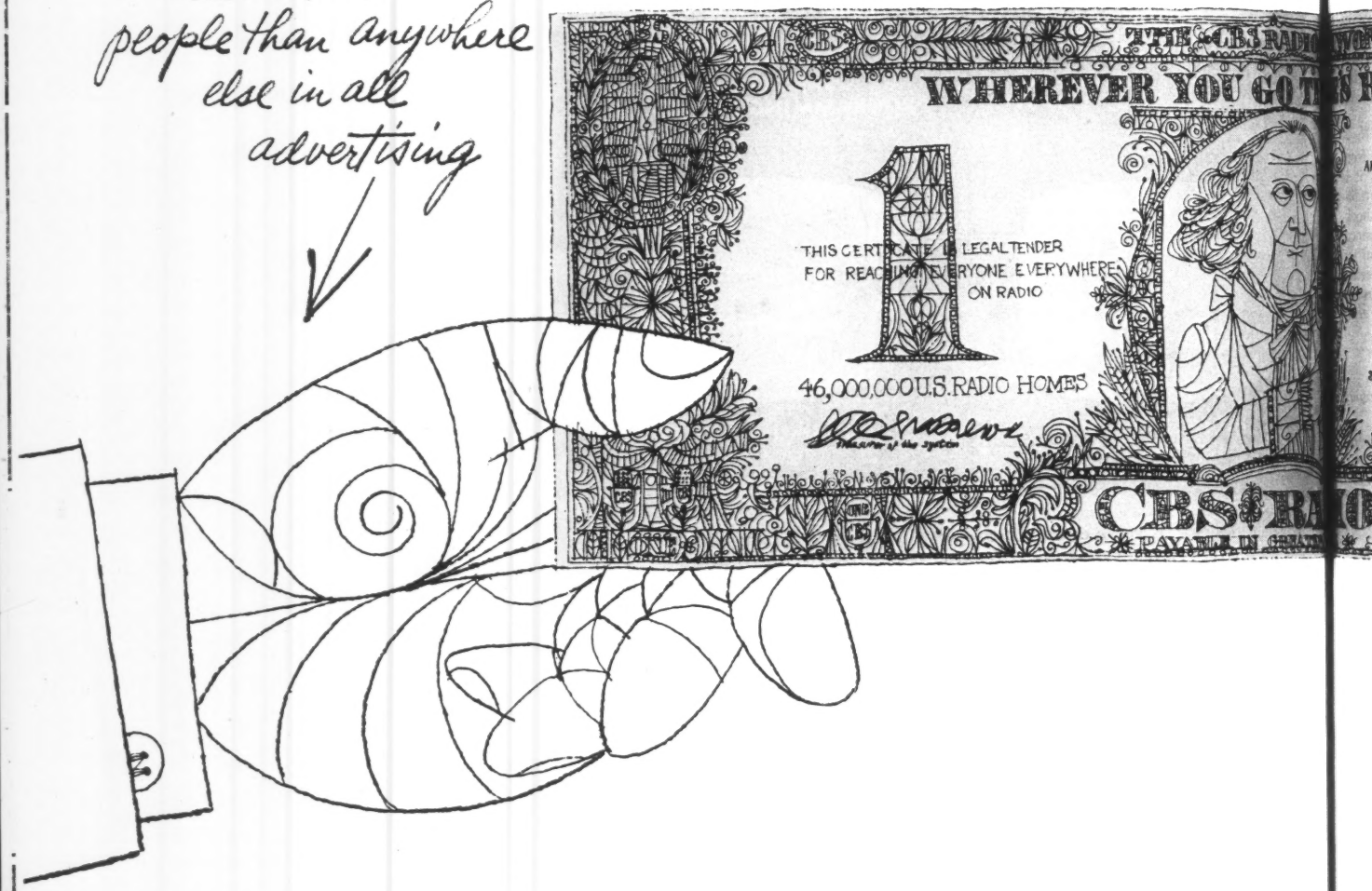
National Representative **BLAIR-TV, Inc.**

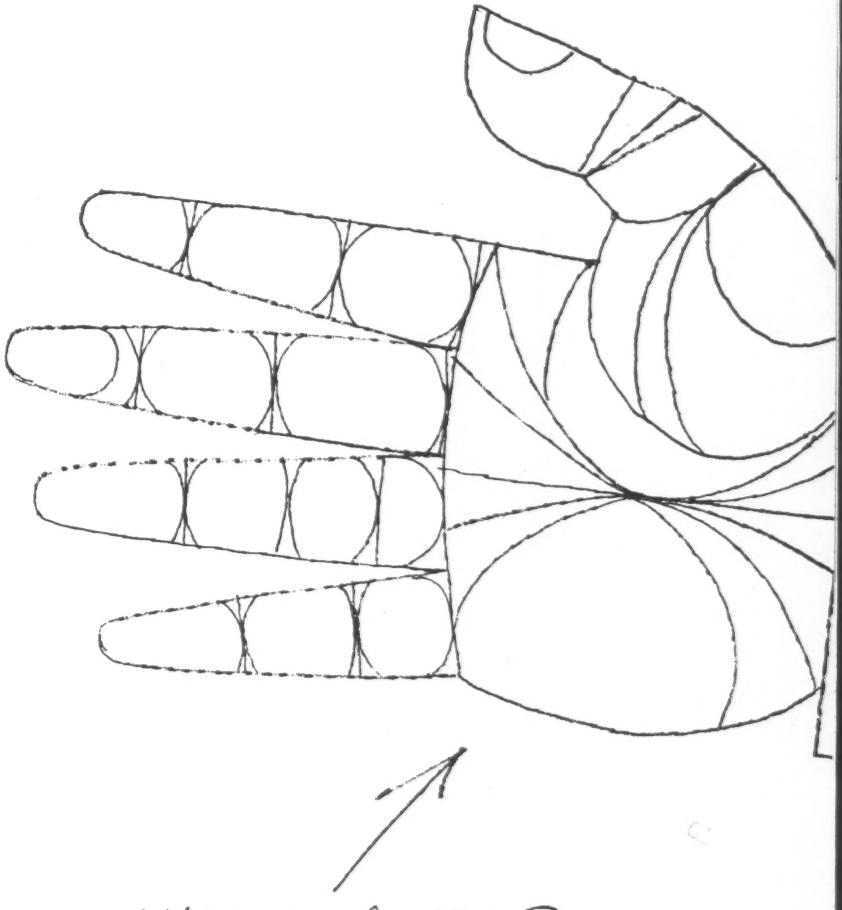
N B C Basic (INTERCONNECTED)

TAMPA-ST. PETERSBURG



When a business man puts a dollar on CBS Radio he talks to more people than anywhere else in all advertising





Which is why CBS Radio collects more advertising dollars than any other radio network! (In the year just past, 59% more than its closest competitor)

WGR
Wherever you go . . . there's Radio

Sell the Nation's
14th Largest Market!
. . . use WGR's
Salesmen of the Air

THE KEATONS
9:15 - 9:50 AM Mon. - Fri.
Buffalo's only Mr. and Mrs. Show. Interesting discussions of topics of the day. Their "Stamp of Approval" on your product means sales.

"550 SHOW"
Starring John Lascelles
12:15 - 2:00 PM Mon. - Fri.
Noon time music, humor and interviews. Ideal show to reach Buffalo housewives.

PLUS
Outstanding 5 and 10 minute News and Weather Spots

WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.
NBC Basic Affiliate

Representatives:
FREE AND PETERS

IN REVIEW

LONE RANGER

TWENTY-TWO YEARS ago, the Lone Ranger first shouted "Hi-Yo, Silver" and galloped off across the radio range to the strains of the William Tell Overture. Since then millions of red-blooded American youths—and quite a few of more mature years—have listened—and in later years watched—as he and his Indian friend Tonto and his white stallion Silver did their best to tame the Wild West.

For the benefit of fans too young to have been there at the beginning or too old to remember those early broadcasts, General Mills, sponsor of the *Lone Ranger* for the last decade, presented a special full hour anniversary program telecast Feb. 12 on CBS-TV and the following day on ABC-TV, two networks which regularly carry the series' half-hour weekly episodes.

Here was retold the birth of the Lone Ranger, sole survivor of a band of Texas Rangers ambushed by the Cavendish gang, and his meeting with Tonto, whose life he had saved as a boy and who now repaid that debt in kind. Here he captured a wild white stallion, broke him and christened him Silver.

Here we heard Tonto name our hero the Lone Ranger, watched him don the mask designed to conceal his true identity from all men and pledge to bring law and order to the range, shooting silver bullets and only to wound, never to kill. Here, to wind up the hour in true western style, we saw the Lone Ranger, Tonto, the sheriff and the doctor round up the Cavendish gang and put them safely behind bars.

Even the commercials took on an anniversary spirit. Wheaties were offered boxed in packages bearing masks of the Lone Ranger and his friends and enemies, ready to be cut out and worn by young viewers, Cheerios, with comic books describing the Lone Ranger's early adventures.

All in all, it was quite an hour, well worth repeating next year and each succeeding year as long as the Lone Ranger rides for truth and justice. May that be for many years to come.

Production costs: Anniversary program, approximately, $50,000; regular weekly program, about $25,000.

Sponsored by General Mills through Dancer-Fitzgerald-Sample, Thurs., 7:30-8 p.m. EST on ABC-TV; Sat. 1-1:30 p.m. EST on CBS-TV. Anniversary telecasts on CBS-TV, Feb. 12, 1-2 p.m. EST; on ABC-TV, Feb. 13, 8-9 p. m. EST.

Director: William Thiele; producer: Jack Chertok; associate producer: Harry J. Poppe; director of photography: Robert Pittack; assistant director: Lester Guthrie; art director: Howard Campbell; editorial supervisor: Jack Ruggiero; recorded by Robert B. Lee; chief electrician: Edward Petzoldt; set decorations: William L. Stevens; make-up: Gene Hibbs; tv-coordinator: C. D. Livingstone.

Cast: Clayton Moore (as the Lone Ranger), Jay Silverheels (as Tonto), Glenn Strange, George Lewis, Tristram Coffin, Jack Clifford, Walter Sande, George Chesbro, Ralph Littlefield.

MEDIC

IF ONLY *Medic* would use a scalpel and not a meat cleaver on its viewers' sensibilities. Large, gory bunches of so-called "realism" still persist in botching up what otherwise, at times, could be standout film playlets in the highly-touted, medical documentary series.

Last Monday, for example, a film play, "Flash of Darkness," came close to shining through as a light in *Medic's* bushel of mediocrity. The program was entertaining, carried a powerful message and was informative. For a message, the film play emphasized that civil defense workers need our support and our understanding, aside from, and in addition to, volunteers.

The film also stayed within dramatic bounds. The viewer was not subjected to scenes of devastation or the looting which followed this fictitious atomic and bacteriological attack on major U. S. cities, but one knew about them from both the dialogue and the "tuning in" to "Conelrad" on a battery operated radio. The film stuck closely to the activities of a doctor who heads an emergency volunteer civil defense unit which sets up a "hospital" at an empty, partly bomb-damaged school house. This unit's purpose is to save victims who can be rescued, and to ease the lot of the dying while doing everything possible to carry on in the face of tremendous odds caused by the disorganization which would surely follow such a catastrophe.

The story elaborated on the theme of where there's life, there's hope. In this, it was most effective. Where it left the bounds of good taste, however, was in its unnecessarily detailed excursions into the whys and wherefores of children, exposed to too much radiation, being consigned to the makeshift ward of hopeless cases—and eventual interment. How far must we go to shock people into frightened awareness?

Aside from the questionable scenes, "Flash of Darkness" was a more noble effort from *The Medic's* prescription pad. Whether it is just what the doctor ordered for our entertainment is a moot question, but some of the shock-wave is certain to have reached the audience. If so, perhaps civil defense workers 'round the country may enlist a few more sorely-needed hands, which for CD, now pushing ahead despite much public inertia, indeed could bring some flashes of hope.

Production cost: Approximately $30,000.
NBC-TV, Mon., 9-9:30 p.m. EST.
Officially endorsed by the Los Angeles County Medical Assn.
Sponsored by Dow Chemical Co. through McManus, John & Adams.
Created and written by James Moser.
Executive producer: Worthington Minor; producer: Frank La Tourette.
Music: Victor Young.
Narrator: Richard Boone, as Dr. Konrad Styner.

★ ★ ★

BOOKS

FUNDAMENTALS OF COLOR TELEVISION, by William F. Boyce. Howard W. Sams & Co., Indianapolis. 216 pp. $2.

THE AIM of this paper-bound handbook, the author states in the preface, is to "assist those interested in the technical aspect of television to understand the basic principles of electronic transmission and reception of color pictures without pronounced reference to mathematics." It should be of value to servicemen and other non-engineers who need to understand the operation of the NTSC system of colorcasting.

TRANSISTOR AUDIO AMPLIFIERS, by Richard F. Shea. John Wiley & Sons, New York. 220 pp. $6.50.

"THE MAIN purpose of this volume," the author says in his preface, "is to give this practical engineer [experienced in vacuum-tube circuits] the basic fundamentals of transistor applications, in the field of audio amplifiers, so that he may intelligently apply these fundamentals in his designs." Mr. Shea is in charge of research liaison at the General Electric Co. Labs Dept., Syracuse, N. Y.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and more buying power than Kentucky. *(Sales Management's 1954 Copyrighted Survey)*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

IF YOU HAVE SOME NEWS

it's time for news...

In the Lubbock, Texas, market News, Weather and Sports casts do a great selling job. The Agricultural industry's dependence upon weather, stock market and political news provides an attentive audience with income 60% above the national average.

KDUB's news staff combines "filmed-on-the-spot" local coverage with world-wide, news wire reporting — result: Five rapid-fire newscasts daily. Eye appealing sets and dramatic camera work add zip to program and commercial alike.

affiliated CBS DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

IN PUBLIC INTEREST

'Deadline April 15'

WFIL Philadelphia, in cooperation with the Internal Revenue Service, is preparing to present a 13-week series of three-a-week five minute programs designed to help listeners solve their tax problems. The program, *Deadline April 15*, will present specialists in tax matters discussing new services and modifications of the income tax structure.

Friend in Need

KSTV Stephenville, Tex., raised over $400 in cash for a family injured in an automobile crash in which an eight-year-old son had been killed. Generous Texans, following the suggestion of the station, also donated other gifts and sent condolences to the family.

Heart Fund Plans

ANNOUNCEMENTS featuring more than 70 leading entertainment personalities will be used on radio and television stations during the 1955 Heart Fund campaign, which will be held throughout February, it was announced by John F. Meagher, NARTB, and Myron P. Kirk, Kudner Agency, chairmen of the radio and television committees of the American Heart Assn.

In Old New York

A SPECIAL year-round "Sidewalks of New York" clean-up campaign has been launched by WRCA-AM-TV New York. The drive is an outgrowth of a statement made by the city's sanitation commissioner that New York has "the highest percentage of avoidable dirt on the streets" of any city in the nation. The campaign to help educate New Yorkers in ways and means of tidying up their town will be handled by the stations' news and special events department in cooperation with the city Dept. of Sanitation.

KIRO World Traveler

KIRO Seattle, Wash., is presenting a series of programs transcribed and flown to Seattle from the Far East. Dr. Charles E. Martin, professor of political science at the U. of Washington, is on tour in Asia and presents on-the-scene reports from places he is visiting. Programs have come from Japan and Formosa and are scheduled from the Philippines, Malay States, Indo China, Siam, India and the Middle East.

Spanish-English Simulthon

KYUM, KYMA, KOLD and KIVA (TV), all in Yuma, Ariz., staged a 16-hour simulthon featuring musicians who spoke only Spanish and singers who knew only English in an area where Spanish and English are both widely used. No language difficulties arose, however, and the United Fund Drive netted $68,000 from the performances.

Beep-Beep

WTAM and WNBK (TV) Cleveland are presenting a series of programs in a special study of Cleveland area traffic showing what has been done to alleviate parking problems and what still remains to be done in this and other phases of traffic congestion.

Religious Shows Alternate

WWDC Washington is presenting, on alternate Saturdays, *Songs of a People* under the auspices of the Washington Board of Rabbis, and a series of religious-news programs conducted by the Washington Federation of Churches. The station believes these to be the only Washington programs dealing with local, national and international religious-news exclusively.

Charlotte Stations Aid Local Fund

WBT-WBTV (TV) Charlotte, N. C., aired a 15½-hour simulthon which resulted in over $64,000 being pledged for the Mecklenburg County United Community Services fund. Charlotte radio stations WSOC, WIST and WGIV broadcast part of the program which featured both nationally and locally known entertainers.

WPTZ (TV) Aids Disease Fund

WPTZ (TV) Philadelphia, during a week-long campaign, displayed a donation box and the Red Rose symbol of the Arthritis and Rheumatism Foundation on every program and had station personalities request funds from viewers for the organization's drive.

CP 'First'

WIBW-TV Topeka, Kan., has scheduled a 16-hour Celebrity Parade for Cerebral Palsy with a goal of $30,000. The station reports that this is to be the city's first telethon.

Maps Show Way

WKZO-AM-TV Kalamazoo, Mich., received 5,000 requests from its listeners for a street map showing the city's new one-way street setup. The public service promotion included driving tips and a station sales message.

'Back of the Yards'

WJJD Chicago was responsible for collecting over $1,500 for the local Back of the Yards Neighborhood Council, Rev. Roman J. Berendt, council president, has advised Fred Harm, vice president and manager of the station.

Family Aided by WKEI

LITTLE MORE than an hour after WKEI Kewanee, Ill., made an appeal for food, clothing and shelter for a family of nine which escaped from its home after the building was set ablaze by a kerosene explosion, over $2,000 worth of goods and cash were contributed by the station's listeners. The station and the Red Cross also helped the destitute family find housing accommodations.

WKNE Keeps Score

WKNE Keene, N. H., reports that it broadcast a total of 5,923 public service announcements during 1954.

A Year's Labor

JAN. 5, 1954, Greg Rouleau, KXGI Fort Madison, Iowa, president and general manager, started "Operation Strayer" to help Mrs. Marie Strayer and her three orphaned children, left penniless and without food, clothing or shelter by a fire.

KXGI suspended its regular broadcast schedule, including commercials, for most of a day and aired appeals for the destitute family. Furniture, a rent free apartment and $2,000 in cash were donated by local citizens.

Mr. Rouleau contacted the Junior Chamber of Commerce, which pledged its help in building a new home for the family on its old homesite. Open house was held just before Christmas in the new five room bungalow—heartwarming conclusion to nearly a year's labor.

word gets around...

Bartender Ziggy at Toots Shor's famous establishment — in the heart of New York's agencydom — picks up a lot of profitable tips from America's smartest timebuyers.

"What are they talking about these days?" he says. "WABI and WABI-TV, of course. Best radio and television buys in New England. Really get things done in the fastest-growing part of Maine. Of course, *I'm* not selling anything up there . . but if I *were* — well, these fellows say you can't beat this combination."

You can't, either.

The smart timebuyers like Toots Shor's.
The smartest advertisers like WABI and WABI-TV . .

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

According to the most recent ARB report (Oct.,'54)

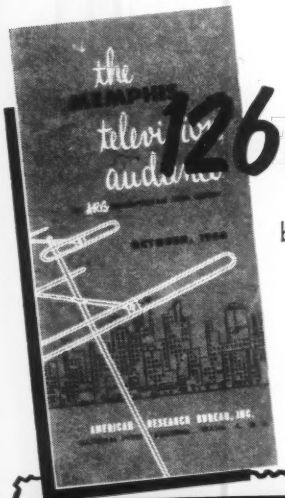
WMCT, Memphis, is preferred by viewers more than two to one

between 6 P.M. and 10:30 P.M.

of the total of

126 quarter hours

between 6 P.M. and 10:30 P.M.



WMCT has 87 top rated periods!

Out of the first 15 top-rated television programs in Memphis, WMCT carries 11

You Bet Your Life
Fireside Theatre
Big Story
Favorite Story
Cisco Kid
Robert Montgomery
Kraft Theatre
Life of Riley
Lux Video Theatre
Roy Rogers
Martha Raye

Here is overwhelming testimony of WMCT's leadership in the Memphis market. Such a rating dominance is vitally important to you in reaching the largest audience -- over 325,000* TV homes in the Mid-South area.

*As of January 1, 1955, according to latest distributor's figures.

WMCT

MEMPHIS CHANNEL 5
WMC-WMCF-WMCT

MEMPHIS' FIRST TV STATION

NOW 100,000 WATTS

NATIONAL REPRESENTATIVES
THE BRANHAM CO.

Owned and operated by
THE COMMERCIAL APPEAL

AFFILIATED WITH NBC • ALSO AFFILIATED WITH ABC AND DUMONT

OPEN MIKE

Zones Essential

EDITOR:

Mr. James H. S. Ellis, our president, is on the Advisory Board for the Post Office Dept. and has been having conversation and correspondence with [Postmaster General] Arthur E. Summerfield regarding the critical situation that exists in connection with the amount of mail sent out without postal zone numbers.

We are among the guilty offenders because of the amount of mail going to radio and television stations. When this is multiplied by the many other agencies the volume reaches tremendous proportions.

As a rule our sources for complete detailed up-to-date addresses of the business offices of all stations are your Yearbooks and the listing for each station published by Standard Rate & Data Service, Inc. in their Spot Radio and Spot Television Rates and Data. Failing to get a number here for zoned cities, we sometimes refer to letterheads or billheads only to find that the stations omit the zone numbers from these as well.

Is there some way—possibly a box in BROADCASTING • TELECASTING over a three or four week period—in which you could point out to all the broadcasters that zone numbers are essential on their letterheads, billheads, listings in the Standard Rate books and on whatever information they send out.

You would be doing the agencies, advertisers, broadcasters—to say nothing of the United States Post Office Dept.—a great service.

Linnea Nelson
Kudner Agency, Inc.
New York 22, N. Y.

[EDITOR'S NOTE: No sooner asked than done. A boxed notice will appear in upcoming issues.]

Broadcast Billings Data Wanted

EDITOR:

We are interested in your third annual survey of radio-tv billings [B•T, Dec. 20, 1954] and would like to obtain two copies for our library.

Janet B. Vandeverg
Research Librarian
Metropolitan Sunday Newspapers
New York

[EDITOR'S NOTE: B•T is always glad to help those in search of information about the major advertising media and has sent the copies to MSN.]

Second Mile

EDITOR:

. . . This letter gives me the opportunity to say that, in my opinion, B•T does one of the two or three outstanding trade reporting and editing jobs in the country.

In addition to your thorough coverage, you are always going the second mile in service. Example: Frank Beatty's new series on market areas which must be of real assistance and interest to timebuyers.

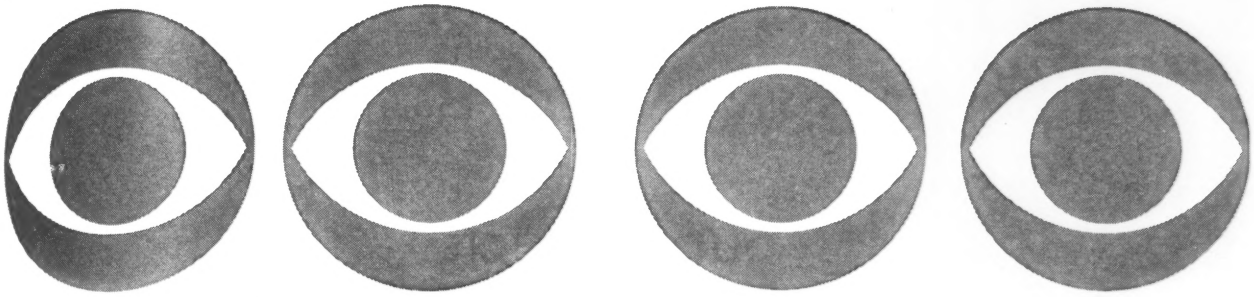
John H. Smith Jr.
Public Relations
Chrysler Corp.
Detroit, Mich.

Telecasting Map

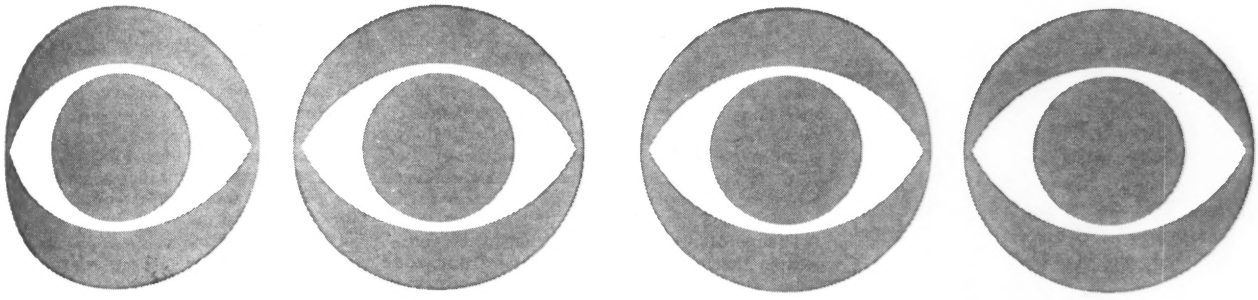
EDITOR:

. . . The TELECASTING map is getting space on a wall in my office . . .

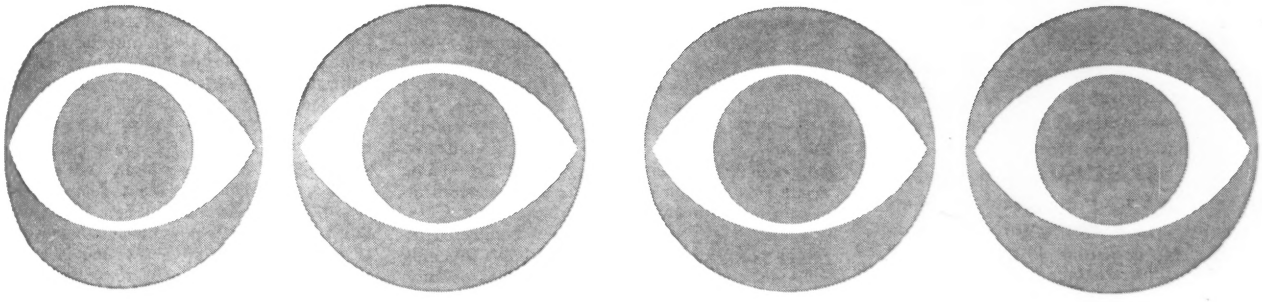
Tom Carson
Benton & Bowles Inc.
New York



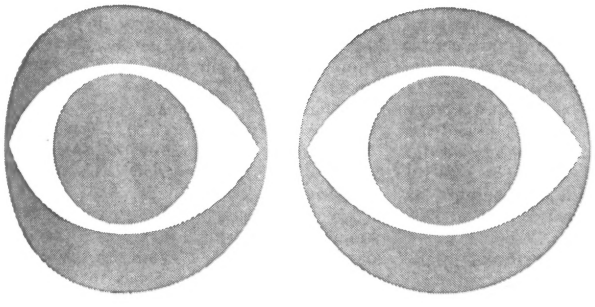
WXEL is now



Basic CBS Television



in Cleveland (starting March 2)



Maximum power—316,000 watts ERP – with greater Grade-A coverage than any other Cleveland station.

a Storer Station—which means the finest in programming and service.

It's a triple combination you can't beat for selling results in the 4 billion dollar Greater Cleveland market!

now Basic CBS Television Network

WXEL *Channel 8 Cleveland*

Represented nationally by the Katz Agency

"Just what do you want these ads to do?" asked our promotion man.

"Sell something," I said.

Got to thinking that that's just what we've always tried to make all our broadcasts do. Commercial, or non-commercial, we want 'em to sell—either products, a better way of life, quality of our newscasts, or something.

Maybe that's why a large furniture store sponsors daily the same radio talent we started on the air for them in 1929;

Or a roofing concern has continued a daily Lost and Found radio program since 1931;

Or our county agent has been with us longer (27 years) than any county agent on any station in the U. S. We're his exclusive outlet, just as we are the only Macon radio station maintaining a line to the U. S. Weather Bureau.

In fact, most of our local accounts have been with us regularly for many years. No contracts, just gentlemanly agreements, and always at prevailing card rates. These folks who know us trust us to do the job for them—we trust them to send a check, and everybody's happy.

You, too, can trust us to do the job for you in the great Middle Georgia area. Let's get together thru our middlemen:

Katz for radio—Avery-Knodel for TV.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to CARL MINOR STANTON

GROWTH of network-affiliated syndicated film operations at NBC-TV and other networks over the past several years has convinced Carl Minor Stanton, NBC vice president in charge of the Film Division, that "there is no basic conflict between film syndication and network television service."

Though Mr. Stanton is cognizant of the competition that syndicated film programs pose for network shows in some areas, he contends that it is most desirable for a network to extend its business through syndication, claiming the advantages "vastly outweigh the occasional instances of local competition."

"Chief among the advantages which a network-affiliated film-syndication outfit enjoys is its access to many of the finest, most successful network film series, either during the network run or following it," Mr. Stanton points out. "The NBC Film Division, for instance, syndicates *The Life of Riley* in markets not covered by the NBC Television Network sponsor (Gulf Oil), simultaneously with the network run. The overwhelming success of *Badge 714* (formerly *Dragnet*) and *Victory At Sea* as syndicated programs after their network runs, are strong arguments in favor of a network-connected film-syndication branch."

Though Mr. Stanton has been connected directly with film syndication activity for only two years, he brought to his new association a backlog of radio and television advertising and programming experience dating to 1931.

Born in Kansas City, Mo., on Feb. 22, 1909, Mr. Stanton was educated at Los Angeles High School and Stanford U., from which he was graduated in 1931. That year he began his career with Sears, Roebuck & Co. on the West Coast, working in the merchandising-advertising department. Not one to dilly-dally, Mr. Stanton spent a portion of his time during this period with the Korman Research Labs in Glendale, Calif., of which he was part owner.

Mr. Stanton launched the advertising agency phase of his career in 1934 when he joined the Los Angeles office of Lord & Thomas as a radio producer-director. In this capacity, he was responsible for such memorable programs as *Amos 'n' Andy, Lum 'n' Abner, The Walt Disney Show* and *The Bob Hope Show*.

In 1939 Mr. Stanton was transferred to the Lord & Thomas New York office as radio account executive on the Lucky Strike account, supervising the production of *Your Hit Parade, The Kay Kyser Show* and *Information Please*, among other programs. Subsequently he was appointed account executive on the American Tobacco Co. account, and later, when the agency became Foote, Cone & Belding, he was named director of radio.

Mr. Stanton left Foote, Cone & Belding in 1943 to join the Chicago home office of Blackett, Sample & Hummert as director of radio. He returned to the New York office of the successor agency, Dancer-Fitzgerald-Sample, in 1944, as director of radio and television. In this post, he was entrusted with the responsibility for producing such shows as *Dreft Star Playhouse, Ma Perkins, The Lone Ranger, The Jack Smith Show* and *I Love a Mystery*.

Fortified with this varied advertising and programming grounding, Mr. Stanton embarked on the network phase of his business life in August 1949 when he joined NBC as director of the Television Talent and New Programs Dept. He rose steadily through a parade of positions at NBC. In 1951 he was elevated to director of tv commercial planning; in 1952, national program manager for television network programs, and in March 1953, director of the Film Div., at which time the division was established as one of NBC's three major operating divisions. Mr. Stanton was elected a vice president in January 1954.

Though Mr. Stanton is pleased with the progress the division has made in the past few years (gross billings are up 220% over two years ago and personnel has jumped from 100 to 172), he will be the first to acknowledge that in business there is always another problem to harass an executive. At the moment, Mr. Stanton is vexed by what he terms "the bloody price war" in the industry. He speaks his mind—and often—about "distressed-property selling," which he insists "can only glut the market and degrade the quality of programming in the long run." He is never constrained in pointing out that there is profit to be realized in film syndication but it is of "the long-haul variety and not the quick buck."

This long-range planning by Mr. Stanton and his colleagues does not mean that the NBC Film Div. is standing still. With 18 properties under its wings, the division has compiled the following sales record: *Badge 714*, 173 markets; *Dangerous Assignment*, 170; *Hopalong Cassidy* (one hour), 138; *Victory At Sea*, 130; *Captured*, 126; *Inner Sanctum*, 127, and *Paragon Playhouse*, 132.

Mr. Stanton is married to the former Virginia M. Reynolds of Denver. They have a daughter, Mrs. Ivor C. Peterson, whose husband owns the C-Lazy-U ranches in Colorado and Arizona. The Stantons live in New York City.

Mr. Stanton belongs to the Radio & Television Executives Society, the Rockefeller Center Luncheon Club, the Denver Country Club, the Tavern Club in Chicago and the Shenorock Shore Club, Rye, N. Y.

For relaxation, Mr. Stanton likes to ride, fish and play tennis. He has one sartorial trademark: bizarre cufflinks.

KNORR BROADCASTING CORPORATION

Now! KNORR HAS FOUR!

Welcomes

WSAM

SAGINAW, MICHIGAN

TO ITS *Power-Packed* FAMILY

Now! 4 Powerful Voices in the Mighty Michigan Market!

WKMH	DEARBORN and DETROIT
WKMF	FLINT, MICHIGAN
WKHM	JACKSON, MICHIGAN
WSAM	SAGINAW, MICHIGAN

Gosh! Are we proud! Our big new bundle of joy raises its husky voice to a whole new audience in the rich Michigan market and puts a terrific radio bargain right in the palm of your hand! Now you can buy two or more Knorr stations and earn a 10% reduction in price!

SAVE 10%

Buy Any 2 or More of These Powerful Stations and SAVE 10% from Rate Card!

Represented By Headley-Reed

You Buy Michigan's Biggest Buying Power Through

KNORR Broadcasting CORP.

KLZ RADIO IS 1ST The Leader

Any way you figure it... Pulse,* January 1955, confirms...

- ***KLZ IS FIRST in total ratings from sign-on to sign-off.***
- ***KLZ IS FIRST*** in News: all four of KLZ's authentic newscaster personalities are first in each of their respective newscast ratings—yes, even against network commentators.
- ***KLZ IS FIRST*** during ***more*** quarter hours... day and night... than any other Denver radio station.

IN DENVER

More people are listening to radio today than before television

The January Pulse survey proves that the over-all radio tune-in in Denver is higher ***now*** than before television.

And... with KLZ's ***highest share*** ... day and night... of this ***higher tune-in***—PLUS a 21% increase in Greater Denver's population (this means at least 20% more radio sets)—KLZ Radio is a "must" buy... ***any way you figure it!***

Sell your product on the station ***most listened-to*** in the market where ***radio tune-in today is higher than before television!***

YES... any way you figure it... in the booming Denver market where ***Radio has gained—KLZ LEADS. Buy*** this audience—***Sell*** this audience.

Ask a KATZ man for details or contact KLZ Radio Sales

**PULSE, Inc., nationally recognized broadcast-audience research authority.*

BUY KLZ RADIO 560 k.c. DENVER

CBS FOR THE ROCKY MOUNTAIN AREA

REPRESENTED BY THE KATZ AGENCY

ELLIOT THEODORE SAUNDERS

on all accounts

HIS boyhood ambition was to attain success as an actor, but Elliot Theodore Saunders, manager of the New York office of Perrin-Paus Co., Chicago agency, and head of its radio-tv department, confesses that radio and television have managed to satiate his theatrical aspirations quite satisfactorily.

His principal activities for Perrin-Paus center around the production of the commercials for the Sunbeam Corp. co-sponsorship of the "spectaculars" on NBC-TV one Sunday each month. Until recently, Sunbeam also sponsored the *Ethel and Albert* show on NBC-TV and participations on that network's *Home* program.

Born in New York Feb. 28, 1917, Mr. Saunders was active in amateur theatricals at the Hamilton Institute and Columbia U. In the late 30s and early 40s he served as an actor and stage manager for various touring stock companies and as an independent play reader.

After service in World War II from 1942 to 1945, part of the time as a wire man attached to various infantry divisions in the European Theatre of Operations, Mr. Saunders decided on a career in television. Following a stint with a radio-tv packaging firm as a producer-director, he joined CBS in 1947. He started as an assistant producer and later held down an administrative job in the program department.

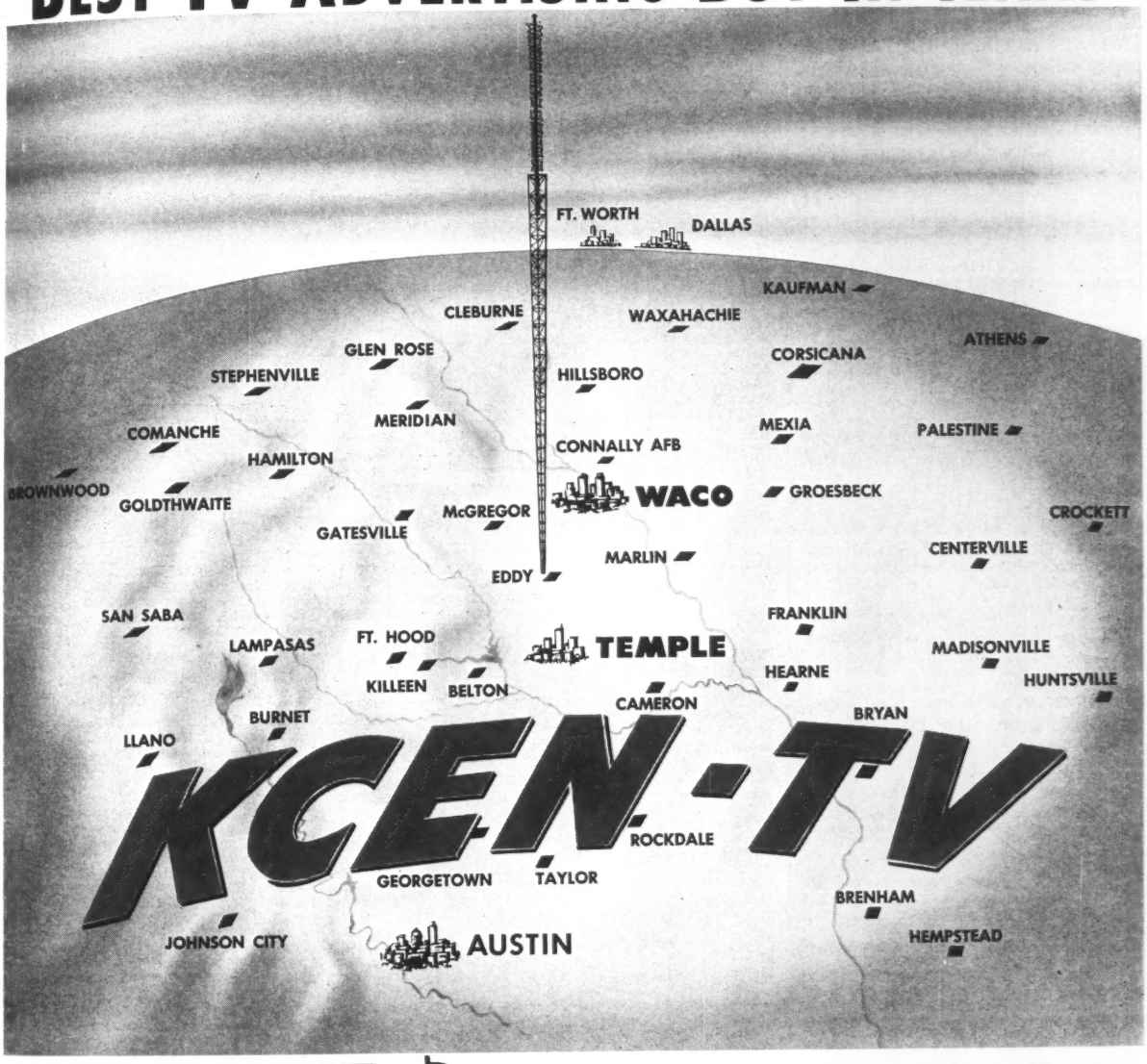
In 1950 he joined Kenyon & Eckhardt as assistant to the executive producer of the *Ford Theatre* and *Magnavox Theatre* television programs. He remained with K&E until 1953, advancing to the post of senior producer, and then joined Rockhill Productions, New York, as program consultant. Last fall he was named to his present post at Perrin-Paus.

From his experience at K&E and his current activities on behalf of Sunbeam for Perrin-Paus, Mr. Saunders is convinced that television is "the best medium for products that lend themselves to demonstration." He enjoys his current stint as producer of the Sunbeam commercials in color. Though he acknowledges that color poses many problems, he insists it will be "the most effective advertising medium of all."

Mrs. Saunders is the former Lydia Fontaine Sessions. The Saunders live in a mid-Manhattan apartment. They have one child, Jill, 8.

For relaxation, Mr. Saunders likes to listen to all types of music and read all kinds of books, though he regrets that he has been able to find little time to read in the past few years. He is an enthusiastic baseball fan and roots for the New York Giants. He watches the games at the Polo Grounds occasionally, but more often sees them on his tv set.

BEST TV ADVERTISING BUY IN TEXAS



In Central Texas....it's KCEN-TV

Serving The Rich

Waco-Temple Market

100 KW—VHF Channel 6
833 Ft. Antenna Height
830 Ft. Above Average Terrain
1,549 Feet Above Sea Level

A Billion Dollar Market

Over 750,000 TEXANS Within Coverage Area

Effective January 1st
Hours Extended to 7 AM -11 PM

NBC Inter-Connected

KCEN-TV

General Offices: P. O. Box 188
Temple, Texas
Waco Office: Professional Bldg.
Studios and Transmitter at Eddy, Texas, between Temple and Waco.
TWX: Eddy No. 8486

Natl. Rep.:
Geo. P. Hollingbery Company
Texas Rep.:
Clyde Melville Co., Dallas

MILESTONES

► HUGH ROBERTSON, executive vice president, and SAM KAPLAN, vice president and treasurer, Zenith Radio Corp., have been presented 30-year service awards.

► ASSN. OF ADVERTISING MEN & WOMEN is celebrating its 40th anniversary with a dinner Feb. 18 at the Advertising Club, New York.

► HOXIE M. MUNDINE, WOAI San Antonio, Tex., radio control supervisor, and J. T. HALLAM, station plant engineer, are completing 25 years of service with the station.

► LUTHER OSSENBRINK, WLS Chicago folk personality, has begun his 28th year on the air.

► H. M. S. RICHARDS, MBS *Voice of Prophecy* evangelist, is celebrating his 25th year with the program.

► RAY SCHNEIDER, news editor, WWSW Pittsburgh, is beginning his 21st year on the air.

► WAYNE ACKLEY, music library and transcription department head, KRNT Des Moines, Iowa, has begun his 20th year with the station.

► DON CALLEN, resident manager, KBIG Avalon, Calif., is celebrating his 19th year in radio.

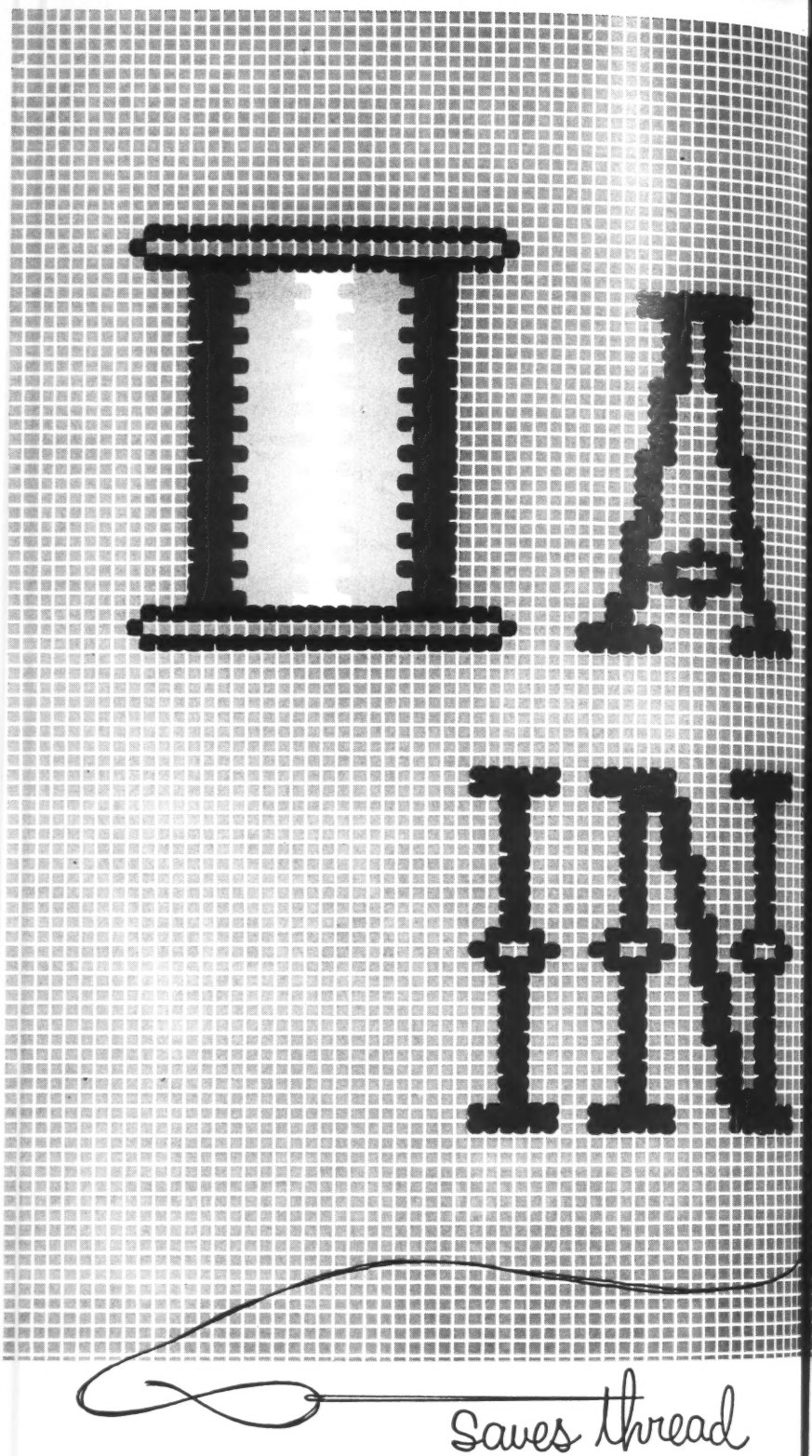
► PAUL SHIVELY, control room chief, WJAS Pittsburgh, is observing his 13th year with the station.

► KSRO Santa Rosa, Calif., *EVENING CONCERT* has been broadcast for the 4,300th consecutive time.

► KSUM Fairmont, Minn., has begun its seventh year of broadcasting.

► NBC-TV's *Camel News Caravan* is celebrating its seventh anniversary.

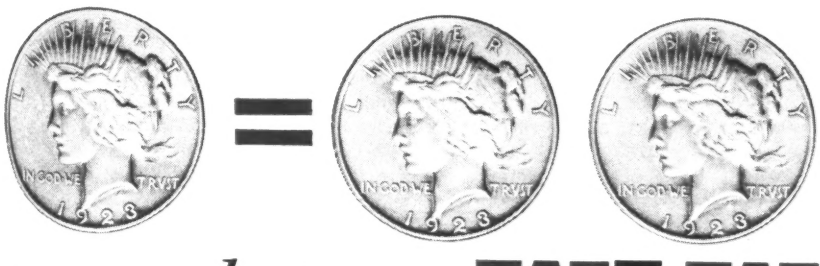
RUBY CARR, employe of KOIN-AM-FM Portland, Ore., is congratulated by Ted Gamble (2d l), president of KOIN-AM-FM-TV, upon her entrance into the stations' 20-year circle. Also celebrating 20 years' service are Ted Cooke (r), KOIN-TV program director, and Del Chance, KOIN-AM-FM account executive. In addition, Julie Prise, George Ohnstad and Elsie Willis received 10-year pins. The stations' "Ten-Twenty Year Club" now boasts 38 members with a total service of 671 years.



We've got it all sewn up for you on WLW Radio. You get double your money's worth. Only WLW's Radio two-for-one plan guarantees you an additional dollar or more in expert merchandising and promotion for every advertising dollar you spend. Let us unwind a neat promotion for your product . . . and give your ad dollar double duty. Yes, we'll trade two dollars of ours for every one dollar of yours! We'll prove that...

CIRCUIT

TRAVEL



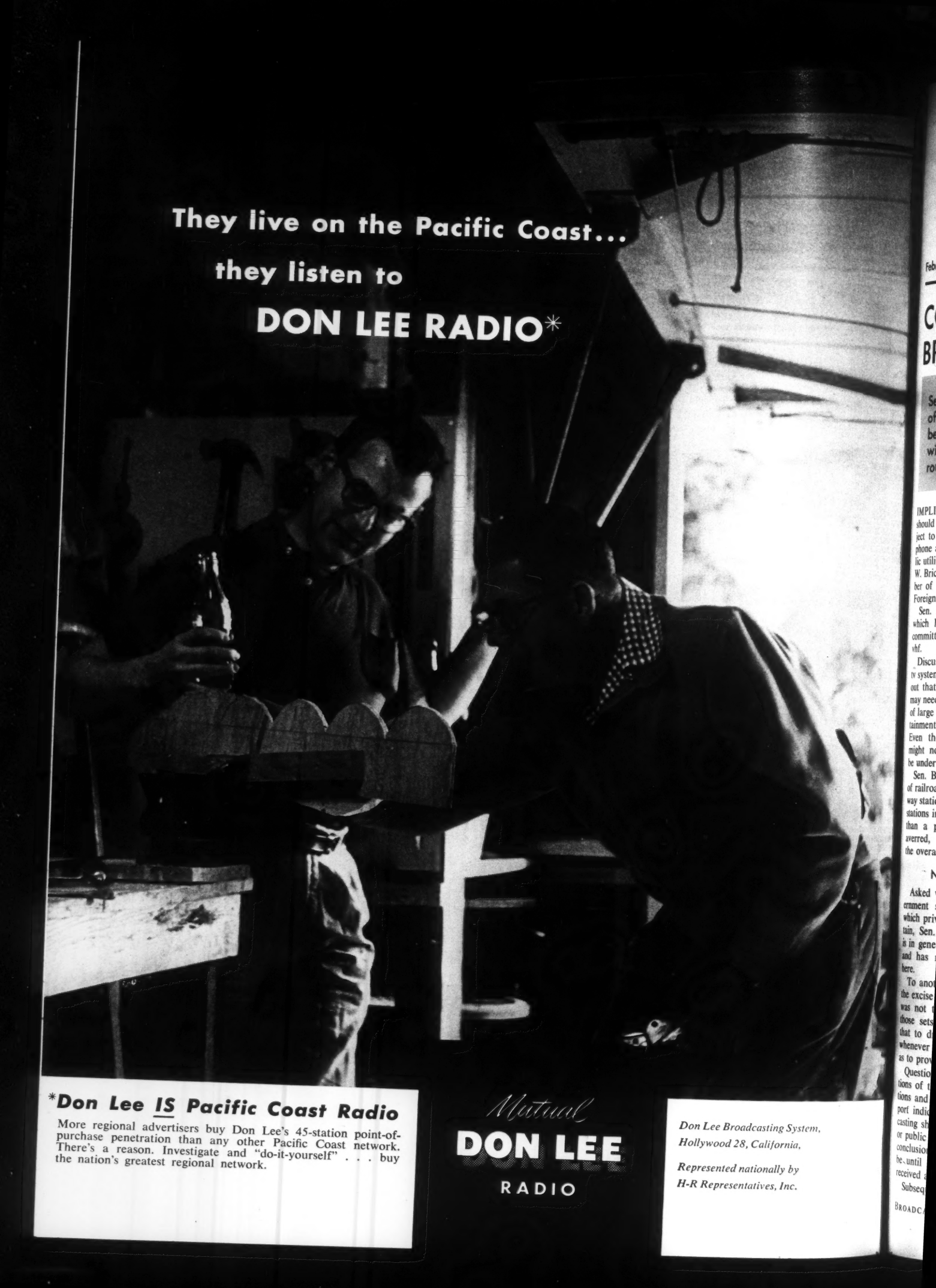
one equals two on **WLW** RADIO

a distinguished member of the

CROSLEY GROUP

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

Exclusive Sales Offices:
New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami



***Don Lee IS Pacific Coast Radio**

More regional advertisers buy Don Lee's 45-station point-of-purchase penetration than any other Pacific Coast network. There's a reason. Investigate and "do-it-yourself" . . . buy the nation's greatest regional network.

Mutual
DON LEE
RADIO

Don Lee Broadcasting System,
Hollywood 28, California,

Represented nationally by
H-R Representatives, Inc.

BROADCASTING TELECASTING

February 21, 1955 Vol. 48, No. 8

COMMON CARRIER NETWORKS? BRICKER SUGGESTS POSSIBILITY

Senior Republican on Senate Commerce Committee, releasing text of the Jones Report on networks and uhf-vhf, says networks might be made subject to public utility-type regulation. He compares them with railroads, which in some cases must maintain unprofitable routes so that people may be served.

IMPLICATIONS that perhaps the tv networks should be considered as common carriers, subject to the same rate regulations as the telephone and telegraph companies and other public utilities, were raised Thursday by Sen. John W. Bricker (R-Ohio), ranking Republican member of the Senate Committee on Interstate & Foreign Commerce.

Sen. Bricker spoke at a news conference at which he released the Jones Report on the committee's investigation of networks and uhf-vhf.

Discussing the need for making the U. S. tv system "truly national," Sen. Bricker pointed out that the residents of a remote rural area may need tv service a lot more than the dwellers of large cities who have other means of entertainment and education more readily available. Even though service of these remote areas might not be immediately profitable, it must be undertaken, he declared.

Sen. Bricker likened the tv situation to that of railroads, which, he said, provide service to way stations, although the maintenance of those stations individually may represent a loss rather than a profit. But the railroads do it, he averred, because such service is essential to the overall economy of the nation.

Not Recommending Subsidy

Asked whether he might recommend a government subsidy to help support tv stations which private investors might hesitate to maintain, Sen. Bricker laughingly replied that he is in general opposed to government subsidies and has no intention of recommending one here.

To another question as to whether dropping the excise tax on all-wave receivers to aid uhf was not tantamount to giving the makers of those sets a government subsidy, he replied, that to drop a tax, which he said he favors whenever possible, is not the same thing at all as to provide a subsidy.

Questioned as to whether the detailed questions of the financial operations of the tv stations and networks proposed in the Jones Report indicate Committee thinking that broadcasting should be put into the common carrier or public utility category, Sen. Bricker said no conclusion had been reached nor could one be until the requested information has been received and analyzed.

Subsequently he returned to that point, stating that the broadcasting industry is licensed to operate in the public interest and that this is of paramount importance. Where public interest is involved, he said, there also is government regulation and where government regulation is, there is the strong implication of the public utility concept.

At the Thursday news conference Sen. Bricker:

• **Released the Jones Report** (see text, page 35). Labeled a "progress report" on the Committee's investigation of television networks and the uhf-vhf problem, it is a companion piece to the Plotkin Memorandum issued two weeks earlier [B•T, Feb. 7], but recommends further study of these problems before any regulatory action is taken, where the Plotkin Memorandum urged immediate action.

• **Sent the Jones Report to Sen. Warren G. Magnuson** (D-Wash.), chairman of the Commerce Committee (post occupied by Sen. Bricker when the investigation was launched last fall but shifted to Sen. Magnuson in January when the Democratic-controlled 84th Congress began its session). Sen. Magnuson presumably will send a copy to the FCC as he did earlier with the Plotkin Memorandum.

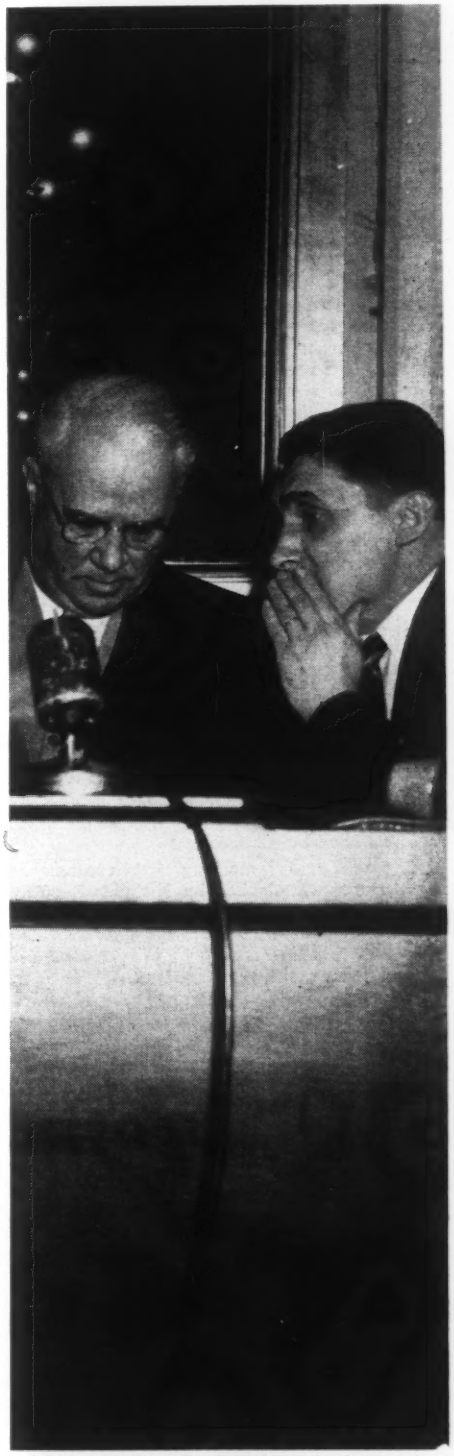
• **Asserted: "I do not believe that it will be possible for the nation to have a truly competitive television system** unless and until the Congress takes steps to bring it about."

• **Charged that "the power of tv networks to determine whether or not to make programs available to an individual tv station amounts practically to the power to control the number of tv stations in the country** which can subsist financially. From this standpoint, it would appear that the networks, rather than the FCC, actually control the number of tv stations which will serve the public."

• **Said he knew of no reason now which would justify an investigation of the networks by the Dept. of Justice.** Referring to the "great power" of the networks, he commented: "I don't say that power has been abused or misused, but it ought to be carefully guarded in the public interest—first, by the networks themselves; second, by the Government."

• **Declared that the report "convinces me that the Committee should continue its study into the proposed regulation of the television networks."**

• **Reminded Sen. Magnuson that he (Sen. Bricker) has reintroduced this year a bill to empower the FCC to regulate networks** (S



COMMUNICATIONS EXPERT Nick Zapple has the ear of Sen. Bricker at Thursdays' news conference.

825) following failure of an identical measure (S 3456) to pass last year.

• **Indicated the sentiment that the Commerce Committee should conclude its study with recommendations for legislation designed to extend tv program service to the farthest corners of the land,** regardless of whether sufficient advertising may be available to support the operation of such remote tv stations.

• **Declined to answer questions relating to network affiliation policies, uhf, color, subscription television** and other such matters, saying that these topics will undoubtedly come up during the Committee's hearings. Sen. Bricker noted that much of this information is not yet in the hands of the Committee, but that it can be obtained from the tv networks and stations in their answers to extensive questionnaires which the Jones Report recommends be sent them.

The Jones Report's recommendations and comments:

1. A further study of Sen. Bricker's network regulation proposal.

2. A means (law or regulation) to put uhf on a better competitive footing with vhf everywhere (networks should be more liberal and impartial in their affiliation policies and should use discounts to induce national advertisers to buy bigger groups of stations).

3. Reimbursement to the FCC from Committee funds for costs to the agency in gathering technical data requested for the probe.

4. Whatever action is needed by the Committee to get financial data from the FCC on individual networks and tv stations.

5. Abandonment of a proposal to shift all vhf to uhf.

6. A means to give small market tv stations more of the total revenue.

7. Removal of the 10% federal excise tax from uhf sets is an insufficient incentive for production and marketing of such sets.

8. More uniform and consistent affiliation policies by networks.

9. More detailed accounting procedures by the FCC for reports by networks and stations.

10. Requirement by FCC that each tv station file a proof of performance of coverage.

11. Current information available renders it impossible to tell whether networks should own radio or tv stations.

At the Thursday morning news conference Sen. Bricker was flanked by Nicholas Zapple, communications counsel to the Commerce Committee, and Mr. Jones, who prepared the Progress Report in his capacity of special counsel to the Committee. Mr. Jones, formerly a Republican member of Congress from Ohio and also a member of the FCC, represented the Republican faction of the Committee as Mr. Plotkin represented its Democratic members.

Unlike the Plotkin Memorandum, which was signed by Mr. Plotkin alone, Mr. Jones' document was labeled "Progress Report" and the letter of transmittal to the full Committee was signed by all the Republican members.

Sen. Bricker disagreed with Mr. Plotkin's views that the FCC has authority to make regulations regarding networks. He said he didn't think FCC had this authority, and, apparently neither does the FCC, since it has not exercised a great degree of authority in the field.

The senator, answering a question, said he had no specific methods in mind "at this time" by which the FCC could regulate networks. That is partly the purpose of the hearing, he said. He said that practically every other phase of the industry is being regulated by the government in some degree through licensing, except in the field of program sources.

Asked if he intended to regulate programming, Sen. Bricker said he did not approve of any further "censorship."

He said the networks have developed a tremendous economic power over the entire industry and over individual broadcasting stations as well. "I don't say this power has been abused or misused," he said, but it is a power which must be guarded by both the industry and the government. He said the listener must be given primary consideration in "anything we do."

He did not know if the investigation would advance sufficiently in 1955 for the Committee to take any specific action. It's a question of time, he said, adding that he did not know at present just how big the probe will be.

He said subscription television "undoubtedly" will come up at the Committee's hearings, the first of which are expected next month.

Sen. Bricker said he didn't know whether networks will be classified as common carriers. Mr. Jones at this point said that if the FCC's practices tend to frustate or delay the primary purpose—getting a nationwide tv service as quickly as possible—then "corrective" measures must be taken.

Sen. Bricker then added that every area is entitled to television as soon as possible. It was here that he drew his analogy between the broadcasting industry and railroads.

Railroads, he said, do not like to run unprofitable routes, but there are times when they must operate in certain areas at a loss. Although this is bad, he said, it still must be done for the overall good.

Would the senator propose a government subsidy in such cases?

Definitely not, said the senator. He said he was against the government getting into subsidies any more than it is already.

Asked if he thought a proposal to exempt uhf sets from the 10% federal excise tax (see story page 76) would in effect be a subsidy, Sen. Bricker said he didn't think so.

Mr. Jones said he had no suggestions to make regarding tax adjustments to help uhf. In his report he had said exemption of the excise tax on uhf sets would not solve the present problem. Sen. Bricker added that it would be a help if all sets were both uhf and vhf, but that uhf began with a big handicap because 20 million sets already were vhf-only.

Mr. Jones said he had no suggestions about legislation to even the competition between uhf and vhf.

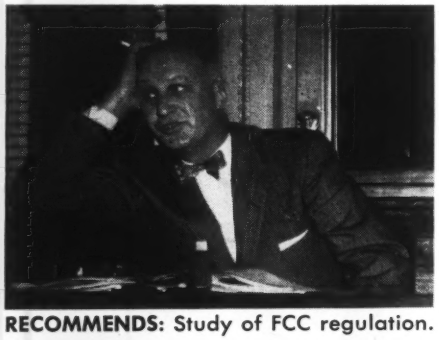
Sen. Bricker said he knew of nothing to justify the Justice Dept. looking into the network and uhf-vhf situation for possible anti-trust violations. Mr. Plotkin's report had recommended such a check by Justice.

Mr. Jones, asked if he knew any principles networks should use as a uniform and equitable system of awarding affiliations, said he had no specific answers. He referred, however, to three questions (12, 13, 14) of the 18 questions he proposed to send to networks, the answers to which, he said, should provide some measuring sticks.

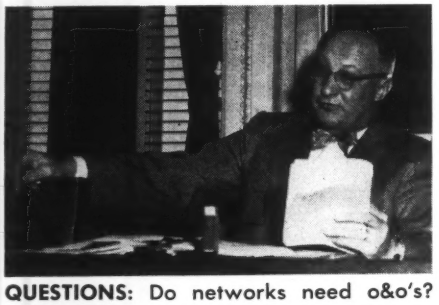
Sen. Bricker said the Committee's investigation would go into alleged FCC discrimination against newspaper broadcast applicants and into color television.

He said the FCC would be asked to comment on the Jones document within 30 days as the agency was requested to do on the Plotkin suggestions.

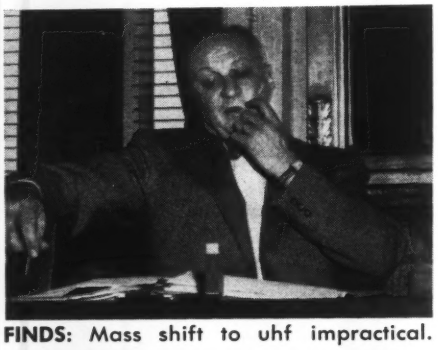
MR. JONES . . .



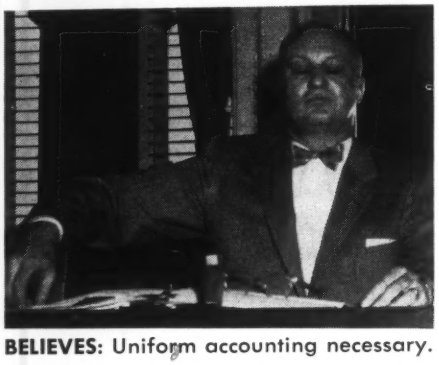
RECOMMENDS: Study of FCC regulation.



QUESTIONS: Do networks need o&o's?



FINDS: Mass shift to uhf impractical.



BELIEVES: Uniform accounting necessary.

CBS COMMENTS

FRANK STANTON, president of CBS Inc., last week made the following comment on the Jones Report:

"The Progress Report prepared by Robert F. Jones for the Senate Committee on Interstate & Foreign Commerce is so tentative in most of its conclusions and proposals that we believe it premature to make any detailed comments. CBS agrees, however, with the conclusions of Sen. Bricker and Mr. Jones that it is unwise to make final proposals for new laws and regulations at this time before all the facts and views are in."

As in the case of the Plotkin Memorandum, CBS was the only network to take formal cognizance of the Jones report. It is not anticipated, however, that CBS will this time call a special meeting of its tv affiliates to consider how to meet its challenge, as it did after the publication of the Plotkin Memorandum [B•T, Feb. 14, 7].

ADVERTISING'S ECONOMIC-SOCIAL ROLE POINTED UP IN TALKS DURING AD WEEK

Growth of the national advertiser cited by CBS-TV's J. L. Van Volkenburg in Dayton and Philadelphia addresses. Also stressed is the $900 million ad expenditure last year.

INFLUENCE of advertising in the economy and as a social factor was pointed up in two separate talks delivered by J. L. Van Volkenburg, CBS-TV president, in marking National Advertising Week.

Mr. Van Volkenburg, general chairman of the Advertising Federation of America's committee supporting the week, spoke in Dayton Feb. 11 before the Dayton Advertising Club and in Philadelphia last Monday at the Poor Richard Club, on "Ignition Key to an Expanding Economy—The Importance of Advertising to America."

Mr. Van Volkenburg described how advertising has been the carrier for new processes in technology, in methods of brand distribution and merchandising. He noted that in the past 25 years, the changes in the marketplace have been reflected by the major source of advertising becoming the national advertiser—the manufacturer and producer—who has replaced the local retail merchant.

In 1953 alone, he said, aggregate expenditures by national advertisers totaled $4.525 billion, exceeding the aggregate spending by local advertisers by $1.2 billion. This dominance of the national advertiser, he said, shifted advertising emphasis on the product itself, "as well as on the seller of the product" and thus, resulted in increased efforts to make the public conscious of brand names.

Subsequently, Mr. Van Volkenburg said, the retailer no longer can be wholly independent in his choice of inventory. The change, he said, has been brought about by the "increasing saturation of the mass market" by mass advertising media, including radio and tv.

Advertising Function Explained

Social function of advertising, Mr. Van Volkenburg said, is the "basic support of our mass media of communications—our newspapers, magazines and broadcasting systems." It has made possible the largest network of communications of any people in the world, he said, and "each day out of this vast network pour the information and ideas that reflect and define our aspirations and beliefs."

Measured in quantity, the American people are the best informed in the world—"they have access to more newspapers, magazines, radio and television stations than any other nation, and they spend more time reading, listening to and watching them than any other people," Mr. Van Volkenburg declared.

"Advertising," he said, "not only keeps this system of communication alive and active, but by making possible its great profusion and variety, keeps it free." Advertising thus provides the "alternative" to a single agency-operated communication system and "prevents anyone from having exclusive control over the content of public communication."

The impact of tv "is fully appreciated" by advertisers, Mr. Van Volkenburg said, because last year alone they spent approximately $900 million on the medium, which he said was nearly 50% more than they spent in 1953. By the end of 1955, he said, total tv expenditures by American business are expected to reach "well over $1 billion for time, talent, production and other costs."

Of public service programming, he said, "those of us in television are apt to take special pride . . . in the great flow of news, educational and cultural broadcasts." These programs, he said, "gather the vast audiences to whom advertisers sell their goods and services. In so doing, they make it possible for advertising to fulfill its economic role and thus promote the material well-being of the nation."

Firms to Share Tv Comedies

CO-SPONSORSHIP arrangement has been worked out between General Mills and CBS-Columbia involving the presentation on CBS-TV of *Willy*, currently sponsored by General Mills, and *Life With Father*, sponsored by CBS-Columbia.

The two firms will share sponsorship of the two comedy series starting April 7 when *Willy*, now telecast on Saturday evening, 10:30-11 p.m. EST, switches to Thursday in the same time period. General Mills, sponsor of *Willy*, changes to alternate-week sponsorship of the series April 7 and picks up alternate-week sponsorship of *Life With Father* on April 5. Every other week CBS-Columbia will sponsor.

Polaroid to Expand Tv Use

POLAROID Corp. is planning a considerably increased television campaign for 1955 to promote its Polaroid Land Camera. Plans include the use of at least a weekly participation on NBC-TV's *Tonight* throughout the year and, in addition, a saturation spot announcement campaign in key markets. Doyle Dane Bernbach Inc., New York, is agency.

Chinese Commercial

COMMERCIAL in Chinese over WTVN Columbus, Ohio—with "747 E. Broad St." the only English in the message —proved to be a successful promotion for Jong Mea, Columbus restauranteur, the station reports. Byron Taggart, manager of WTVN, convinced Mr. Mea that a 60-second commercial in his native language, with the exception of the address, would attract potential customers. After registering a record evening's business, Mr. Mea bought a heavy spot schedule on the station. So far, it is reported, results have been "astounding." Mr. Mea continues to deliver his commercials, half in Chinese, half in English.

Gallup to Unveil Study Of Commercial Impact

A STUDY to "determine the audience penetration of the commercial part of a tv show" currently is being conducted by Dr. George Gallup, founder and director of the American Institute of Public Opinion.

The study was described last week as one which "will show an advertiser not what his potential audience for a show would be, but what the actual audience was, for both the show and the commercial."

Results of the survey, according to a newsletter of Alpha Delta Sigma, honor marketing fraternity of New York U. which reported on Dr. Gallup's plans, have been pre-tested over the past two years and will be published shortly.

"The report will show how many people see

MENNEN Co. signs for alternate-week sponsorship of the two-hour *Professional Boxing* program over WABD (TV) New York. L to r: seated, William Crawford, WABD sales manager, and Leonard V. Colson, Mennen's advertising manager; standing, Lawrence Buck, WABD account executive; Frank Mayers, account executive for McCann-Erickson Inc., Mennen agency, and Hal L. Grafer, McCann-Erickson vice president.

a tv show and how many people see a tv commercial on that show, what ratio buy the sponsored product as a result of that commercial, and who these people are," the newsletter said.

The Gallup sample was said to be a national "time-place" known probability area sample, with interviewers, when questioning respondents, also making a "kitchen and bathroom inventory" of products on the home shelves. The inventory is then compared with the list of products which the respondent said he bought during the preceding eight weeks as a result of a tv commercial.

Snow Crop Names Ted Bates

SNOW CROP Div. of Minute Maid Corp., an approximate $2.5 million advertiser, has appointed Ted Bates & Co., New York, to handle its advertising, James Rayen, Minute Maid advertising manager, announced last week. Ted Bates has been servicing the Minute Maid account.

Thomas H. Moore Jr., of Bates, has been named account executive for Snow Crop. Joseph Durber, who will supervise Snow Crop advertising, and Eleanor Fratto, in charge of general media, both have been appointed assistant advertising managers at Minute Maid.

COLORCASTING

Advance Schedule

Of Network Color Shows

CBS-TV

March 2 (10-11 p.m.): *Best of Broadway,* "The Guardsman," Westinghouse Electric Co. through McCann-Erickson.

March 6 (7:30-8 p.m.): *Jack Benny Show,* American Tobacco Co. through BBDO.

March 17 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Feb. 23 (7-7:30 p.m.) and every Wednesday: *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Feb. 23 (9-10 p.m.): *Kraft Theatre,* "Emperor Jones," Kraft Foods Co. through J. Walter Thompson Co.

Feb. 27 (7:30-9 p.m.): *Max Liebman Presents* "Big Time," Reynolds Metal Co. through Clinton E. Frank Inc.

March 7 (7:30-9:30 p.m.): *Producer's Showcase,* "Peter Pan," Ford Motor Co. and RCA through Kenyon & Eckhardt.

March 12 (9-10:30 p.m.): *Max Liebman Presents* "Connecticut Yankee," Oldsmobile Div. of General Motors Corp. through D. P. Brother & Co.

March 15 (11-12 noon): *Home,* insert on Marshall Field's in Chicago.

March 27 (7:30-9 p.m.): Dedication of Burbank Studio, Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

MATUSOW ADMITS RADIO-TV BLACKLIST IN ERROR, CLAIMS AGENCIES INVOLVED

However, spokesmen for Lennen & Newell and BBDO have different version of contact with Matusow; deny purchase of any such list. Meanwhile, Fund for Republic's Hutchins discloses 'Commonweal' editor will report soon on blacklisting in entertainment field.

THE ISSUES of blacklisting and alleged purging of performers in the radio-tv field made dramatic re-appearances last week.

• A former communist and FBI informer, Harvey Matusow, who has repudiated the testimony he gave which helped convict 13 communist leaders, said in U. S. District Court in New York that he had worked up blacklists a few years ago for two advertising agencies.

• At a luncheon meeting, also in New York, Robert M. Hutchins, president of the Fund for the Republic, disclosed that a report on a study of blacklisting in the entertainment field, headed by John Cogley, an editor of *Commonweal* magazine, would be ready in June.

Mr. Hutchins, in his talk, also commented that "since blacklisting began as public relations it might be good public relations to discontinue the practice."

Under cross-examination during a hearing on a motion for a new trial of the 13 communists, Mr. Matusow reeled off a number of case histories in which he admitted making "false accusations." Some of these fabrications, he told the court, were in the radio and tv field.

Two of these concerned advertising agencies: Lennen & Newell, from whom he said he received a $150 payment, and BBDO. Mr. Matusow said he was consulted by both for advice on a list of performers and others connected with the radio-tv field.

Alleges Program Influence

Mr. Matusow said he then was working for *Counterattack,* a periodical which has published a so-called "list" of names of people connected with the radio-tv field along with their alleged associations with subversive or sympathetic organizations. He said that as a result of one meeting he had with a "vice president" of Lennen & Newell, and a Larry Johnson, whom he said operated supermarkets in Syracuse, a blacklist was supplied by him and a producer connected with *Schlitz Playhouse of Stars* was replaced.

Mr. Matusow said that many of the persons on this list whom he had labeled as "Reds" were not known to him. In the case of BBDO, Mr. Matusow said again that he had wrongfully accused persons on a list he said he worked up for the agency in consultation with the firm's representative "in charge of security and clearance."

Contacted by B•T, the agencies involved gave somewhat different versions of their relationships with Mr. Matusow. Frank Barton, general manager of Lennen & Newell's radio and tv department, denied that any "list" had been purchased but said the agency bought three years of back issues of the *Counterattack* newsletter from Mr. Matusow "at the regular subscription price."

Mr. Barton, explaining that the agency subscribes to *Counterattack* but had purchased the additional copies because Mr. Matusow had them in his possession, said the information it bought put the agency in the position of being "more or less intelligent when pressure groups come at us and talk about a given performer."

A BBDO spokesman said the agency's only dealing with Mr. Matusow occurred in February 1952 when he had written a newspaper article about "his alleged experience as a Communist." The spokesman asserted that Mr. Matusow had accused "one of our performers, a well known person in the entertainment world, of belonging to a Communistic booking and entertainment agency.

"We felt the performer was a perfectly good American, and called the paper to correct the false accusation," the spokesman said. At the newspaper's insistence, the BBDO spokesman said, Mr. Matusow visited the agency and "gave us a written retraction admitting his accusation was false. We had no further dealing with him."

During his testimony, Mr. Matusow acknowledged that he took $50 from a representative of a radio performer after retracting charges he had made against him. Later, the witness said he had falsely accused Sidney Lumet, a television producer, and afterwards recanted in a letter to the sponsor of Mr. Lumet's show. Among many others to whom he had apologized for wrongful attacks—after undergoing a "religious experience"—Mr. Matusow listed Drew Pearson, news columnist and radio-tv commentator, and Elmer Davis, ABC news commentator.

MEDIA ALERTNESS URGED BY PORTER BEFORE AMA

Large number of media available is cited as challenge to mediamen.

"MEDIA PLANS, if they are to sound practical—as well as highly creative and inspired—must stem directly from marketing considerations, copy strategy, and complete awareness of the activities of competitors," Arthur Porter, vice president and director of media, J. Walter Thompson Co., New York, told the American Marketing Assn. at Philadelphia's Poor Richard Club last Tuesday.

He asserted, "if there is a way to present a client's message to the consumer, in the right environment for the copy to work effectively, and also to deliver 15% of the advertising impressions for 10% of the dollars, the media man has done a professional job."

The media man today is faced with the "misery of choice" in media selection, he pointed out.

Before he selects from the 412 tv stations, 2,698 radio stations, 1,785 dailies, 544 Sunday papers, 10,326 country weeklies, 6,092 consumer magazines [and outdoor advertising] available he must know three things: (1) a complete picture of his client's marketing position—for which he is dependent upon the research and marketing departments of an agency, and on the client; (2) what kind of copy story is going to be told; one theme may be best on daytime tv whereas another may fit prestige magazines, etc.; (3) the third and final key is to know, in the greatest detail, the kind and amount of advertising weight being released by his client's competitors. Maybe you can't out-spend your

CITIZENS National Trust & Savings Bank of Los Angeles arranges to sponsor over KFI there *Point of Law*, a syndicated feature of Wayne Steffner Productions which dramatizes an actual California court case and the legal decision. L to r: seated, Kenneth N. Chantry, L. A. Bar Assn. president, and Roy A. Britt, president of the bank. Standing, Dorr Walsh, vice president, Hixson & Jorgensen Inc., agency for the bank; Edwin E. Buckalew of Wayne Steffner Productions, and Harry E. Peterson, junior vice president-advertising director for the bank.

competitor but often, through the right kind of media buying, you can 'out-advertise' him."

Mr. Porter also expressed great confidence in the future of color television, remarking that it is "destined to be the most intriguing, the most dramatic, the most effective, cyclonic medium of advertising we've ever had at our command. It will someday remove just about all the disadvantages of b-and-w tv by sweeping color into food commercials for appetite appeal, making good color comparisons on products, and delivering advertising impressions most efficiently at low cost."

"The media man, with all the figures available," Mr. Porter concluded, "may decide to ignore the statistical conclusions and substitute the element of judgment—combining enlightened knowledge with inspiration and imagination. For the important thing is not 'what' medium is used anymore than 'how' it is used to give the simplest, most believable and most dramatic expression to the product story. Remember, good judgment comes from experience; experience comes from bad judgment."

K. C. Star Case Expected To Go to Jury This Week

ARGUMENTS will be heard today (Monday) in Federal District Court at Kansas City following windup of testimony in the government's criminal antitrust suit against the Kansas City Star Co. The court recessed Wednesday. Following arguments, the jury will receive instructions, probably tomorrow.

Judge Richard M. Duncan overruled a motion for a directed acquittal verdict on behalf of the *Star*. He took under advisement a similar motion on behalf of Emil A. Sees, *Star* advertising manager.

In concluding testimony, Mr. Sees denied charges that he had tried to exert influence against advertisers in connection with combination morning-evening rates. John Marvin Henry, former WDAF-AM-TV Kansas City salesman now sales manager of KCSJ-TV Pueblo, Colo., testified he had never told Ronald E. Tidwell, former appliance dealer, that he couldn't have station time unless he advertised in the *Star*.

Other witnesses in the trial included Elton L. Marshall and Roy Roberts, top executives of the *Star* interests.

Judge Duncan refused an offer by the *Star* to prove that the late Henry L. Doherty, of Cities Service Co., had bought the *Kansas City Journal-Post* to fight the *Star* because of a *Star* campaign to bring lower gas rates in the city.

RELATED PRODUCTS GET COMBO PLAN

If you sell eggs, you can team with the ham advertisers under NBC Radio's new 'Rise' plan for its owned stations. Joint commercials with split rates is the crux of the idea.

SINCE the public invariably associates ham with eggs and soup with crackers, two advertisers with a different product, which are related in the buying habit of the consumer, may take advantage of a new plan being introduced on radio by the NBC-owned stations division.

Under terms of the "Rise" plan (Related Item Sales Event), announced last week by Charles R. Denny, vice president in charge of the division, two advertisers may unite their products in a single sales message; share equally in the announcement, and pay no more than the single advertiser using the same amount of time. According to Mr. Denny, the related items technique will enable advertisers to obtain greater frequency and build more sales on radio for fewer dollars.

Other examples of two eligible advertisers are lipstick and nail polish, an airline and car rental service, a package of pie crust and a can of cherries. Max Buck, director of merchandising for the division, expressed belief that "the increased appeal of related item advertising will increase the sales of both products involved beyond their sales potential when offered individually."

The plan, which will apply to the five NBC-owned radio stations (WRCA New York, WRC Washington, WTAM Cleveland, WMAQ Chicago and KNBC San Francisco), also permits advertisers to continue to benefit through to the local level by becoming eligible for the "Chain Lightning" merchandising service offered by NBC-owned stations in cooperation with supermarket chains. Other merchandising advantages to Rise participants, it was said, are sharing in the cost of point-of-sales material and doubling of their sales forces since representatives of both companies will sell products to the retailer or sales agent.

Fraudulent Tv Advertising Charged to L.A. Car Dealers

LEGAL action against three Los Angeles area used car dealers alleged to be using fraudulent tv advertising on local tv stations will be started shortly by the Los Angeles city attorney's office, Robert M. Sample, vice president, Better Business Bureau of Los Angeles Ltd., revealed last week.

Speaking at a Hollywood Advertising Club luncheon meeting to honor Advertising Recognition Week, Mr. Sample emphasized that only a few automobile advertisers on tv are dishonest. However, in at least three investigations conducted by the BBB, the car dealers flagrant-

LATEST RATINGS

PULSE

Top 20 Regularly Scheduled Once-a-Week Shows (Tv)

		Rating Jan.
1.	I Love Lucy (CBS)	40.2
2.	Dragnet (NBC)	39.8
3.	Groucho Marx (NBC)	38.0
4.	Stage Show (CBS)	37.0
5.	Toast of the Town (CBS)	36.0
6.	Godfrey's Talent Scouts (CBS)	30.9
7.	Jack Benny (CBS)	29.4
8.	Our Miss Brooks (CBS)	29.2
9.	This Is Your Life (NBC)	28.8
10.	Disneyland (ABC)	28.1
11.	Godfrey and His Friends (CBS)	27.6
12.	Two for the Money (CBS)	27.5
13.	What's My Line? (CBS)	27.5
14.	Burns & Allen (CBS)	27.4
15.	Comedy Hour (NBC)	27.4
16.	Ford Theatre (NBC)	27.4
17.	George Gobel (NBC)	27.4
18.	Studio One (CBS)	27.3
19.	Mama (CBS)	27.2
20.	Variety Hour (NBC)	27.1

Top Ten Regularly Scheduled Multi-Weekly Shows (Tv)

		Rating Jan.
1.	Howdy Doody (NBC)	16.4
2.	Perry Como (CBS)	15.2
3.	News Caravan (NBC)	14.3
4.	Eddie Fisher (NBC)	14.1
5.	Dinah Shore (NBC)	13.8
6.	Pinky Lee (NBC)	13.5
7.	CBS News (CBS)	13.2
8.	Search for Tomorrow (CBS)	13.0
9.	Arthur Godfrey (CBS)	12.5
10.	Love of Life (CBS)	12.3

Top Network Radio Programs (Nov. 3-9; Dec. 1-7)

Evening

		Program Average Rating Nov. & Dec.
1.	Jack Benny (CBS)	7.6
2.	Amos 'n' Andy (CBS)	7.2
3.	Our Miss Brooks (CBS)	6.7
4.	My Little Margie (CBS)	6.2
5.	Edgar Bergen (CBS)	5.8
6.	Lux Radio Theatre (NBC)	5.8
7.	Dragnet (NBC)	5.5
8.	Groucho Marx (NBC)	5.5
9.	Gunsmoke (CBS)	5.3
10.	FBI in Peace & War (CBS)	5.0
11.	Gangbusters (CBS)	5.0
12.	Godfrey's Talent Scouts (CBS)	5.0
13.	Suspense (CBS)	5.0
14.	21st Precinct (CBS)	5.0

Mon.-Fri. Daytime

		Program Average Rating Nov. & Dec.
1.	Helen Trent (CBS)	6.2
2.	Ma Perkins (CBS)	6.1
3.	Our Gal Sunday (CBS)	6.1
4.	Arthur Godfrey (CBS)	6.0
5.	Guiding Light (CBS)	6.0
6.	Road of Life (CBS)	6.0
7.	Young Dr. Malone (CBS)	6.0
8.	Perry Mason (CBS)	5.9
9.	Second Mrs. Burton (CBS)	5.9
10.	Wendy Warren (CBS)	5.9

Sat. & Sun. Daytime

		Program Average Rating Nov. & Dec.
1.	Gunsmoke (CBS)	4.1
2.	True Detective Mysteries (MBS)	4.1
3.	The Shadow (MBS)	4.0
4.	City Hospital (CBS)	3.9
5.	Football Games (NBC)	3.6
6.	Robert Q. Lewis (CBS)	3.6
7.	Romance (CBS)	3.6
8.	Peter Lind Hayes (CBS)	3.5
9.	Platterbrains (ABC)	3.4
10.	Galen Drake (CBS)	3.2
11.	Howard K. Smith (CBS)	3.2

TRENDEX

Top 10 Network Tv Shows (Feb. 1-7)

1.	Jackie Gleason (CBS)	45.9
2.	Toast of the Town (CBS)	44.4
3.	I Love Lucy (CBS)	36.2
4.	Jack Benny (CBS)	36.1
5.	I've Got a Secret (CBS)	35.3
6.	Dragnet (NBC)	33.9
7.	You Bet Your Life (NBC)	33.8
8.	This Is Your Life (NBC)	32.1
9.	George Gobel Show (NBC)	31.9
10.	Ford Theatre (NBC)	31.8

ly violated their televised promises, he said.

Recent formation of a tv committee, with all networks and local stations represented, to cooperate with the Better Business Bureau in policing video advertising copy, also was revealed by the BBB officer. Information on the three cases pending in the city attorney's office was made available to this committee, Mr. Sample said.

TV 'OVERSELLS' ITSELF, INLAND PRESS TOLD

Knight newspaper executive tells press convention that newspapers once 'showed all the enterprise that these tv boys show in glamorizing their product' and the public is getting a better opinion of tv than its news coverage warrants.

BASIL L. (STUFFY) WALTERS of John Knight's *Chicago Daily News* was an "indignant" man with a purpose last week as he addressed the Inland Press Assn. in Chicago.

"Television is a challenge, a peril and an opportunity," he told IPA last Tuesday, but it "can never do the entire job."

For one thing, he observed, "television exists on license from the government" and therefore it "must always be more or less subservient, consciously or unconsciously, to the politicians." On the other hand, "newspapers are protected by the Constitution from government and political interference and newspapers keep news and advertising separate. . . ."

Mr. Walters is vice president and executive editor of Knight Newspapers Inc., which controls radio-tv properties WAKR-AM-FM-TV Akron, Ohio; WIND Chicago, and WQAM-AM-TV Miami, Fla., as well as newspapers. Publisher Knight has been a prominent figure in the Inter-American Assn. of Broadcasters. Of all Chicago newspapers, his alone recorded a circulation increase last year.

Tv's the Target

Mr. Walters' target last week was television—specifically tv news. He made no mention at all of radio. The *Chicago Daily News* airs 24 five-minute newscasts daily on WIND. The *News* also is one of the four local daily papers that cooperatively own the Chicago City News Bureau, which feeds news to nine Chicago radio-tv stations.

Explaining that he came to the office one day a fortnight ago prepared to organize "outstanding newspaper coverage of the power shift in Russia," Mr. Walters recounted how a "girl from our radio and television department" rushed up to the news desk with a "hot" news release from a "television station press agent." The station, the girl said, was going to air a special news roundup on Russia.

Mr. Walters said his cable editor merely snorted to "rush back and tell your press agent friend to put a hot bulletin on the air for *FREE* that listeners right now could read all about it in the *Chicago Daily News*."

After that, Mr. Walters amplified, he was indignant and tempted to go home and write a new speech for IPA titled, "Tv Is Getting Away with Murder," but thought better of it. He said he recalled the days when newspapers "showed all the enterprise that these tv boys show today in glamorizing their product and in selling their product to the public."

But Mr. Walters thought about the matter and began to get indignant all over again "about the poor job newspapers are doing in selling themselves to the public."

He compared newspapers and television to the wife who "permits herself to be taken for granted" and "some vamp who comes along with a lot of war-paint and blarney runs away with her husband." To put it another way, he said, mixing his metaphors, newspapers are "building the best mousetraps in the world" but have been asleep telling readers about it.

Television is making "our readers actual spectators to national and world events," Mr. Walters acknowledged. It "can excite interest in news but it can't satisfy that interest," he added. What's more, because television is government-licensed and its news programs are "directly sponsored by advertisers, it can never do a complete job."

If newspapers fail to fit products to the tv age, he claimed, more and more readers will turn to national news magazines. "Or unless we do the job better than do the television newscasters, we'll let our readers get fooled into thinking they can get all their news over the air."

For perhaps the first time, a Knight newspaper executive admitted that television is a "direct challenge to our entertainment features." He described it as "primarily an entertainment medium" to be lumped not with the movies and sports, which enjoy tremendous puff coverage beyond public interest, but with the comics and adventure strips." He concluded:

"A man who has given considerable study to this told me the other day that while television seems to be providing competition to the adventure strip, it apparently has not been able to damage the gag strip or the humor panel. I'm not endorsing that view. I don't know. But it is a good starting point for study."

WCAU-TV Philadelphia held a three-day color tv clinic early this month for local advertisers and agencies. Advertisers put their products before the cameras to see how they would look in color. Among the Philadelphia agency men who attended are (l to r) John Coburn and Wesley Ecoff, Ecoff & James; Jessie Kane, Dittman & Kane; Donald W. Thornburgh, president and general manager of WCAU-AM-TV, and Barclay Hallowell, Richard Olanof and Alan Gray, Aitken-Kynett Agency.

Durstine Elects Two

TWO staff members of Roy S. Durstine, New York, have been elected vice presidents. They are Sidney Stivers, West Coast representative and with the agency for the past six years as western copy head, and Robert L. Whitehead, recently transferred from New York as coordinator of the California Wine Advisory Board account.

Paper Mate Expands Evening Radio Time

PAPER MATE PEN Co., New York, has expanded its radio advertising, David Kittredge, advertising manager, announced, because of a survey conducted by Daniel Starch & Assoc. which found that more than 56 million people listen to radio on an average evening.

Mr. Kittredge said that early in April Paper Mate would sponsor *People Are Funny* in 199 NBC Radio markets.

The Starch report showed that more than half of 56 million people listen to radio for two hours or more on an average evening. In addition, Mr. Starch found that 37.5 million of these listeners never watch evening television, and 43 million do not read a current issue of any of the four major weekly magazines.

These figures, Mr. Kittredge said, show that radio is still a potent advertising medium and one well calculated to supplement Paper Mate ads in other media.

At present, Paper Mate sponsors *People Are Funny* on NBC-TV and uses a spot tv campaign as well as magazines. Foote, Cone & Belding, New York, is the agency.

REPORT SHOWS MAGAZINE COST-PER-THOUSAND UP

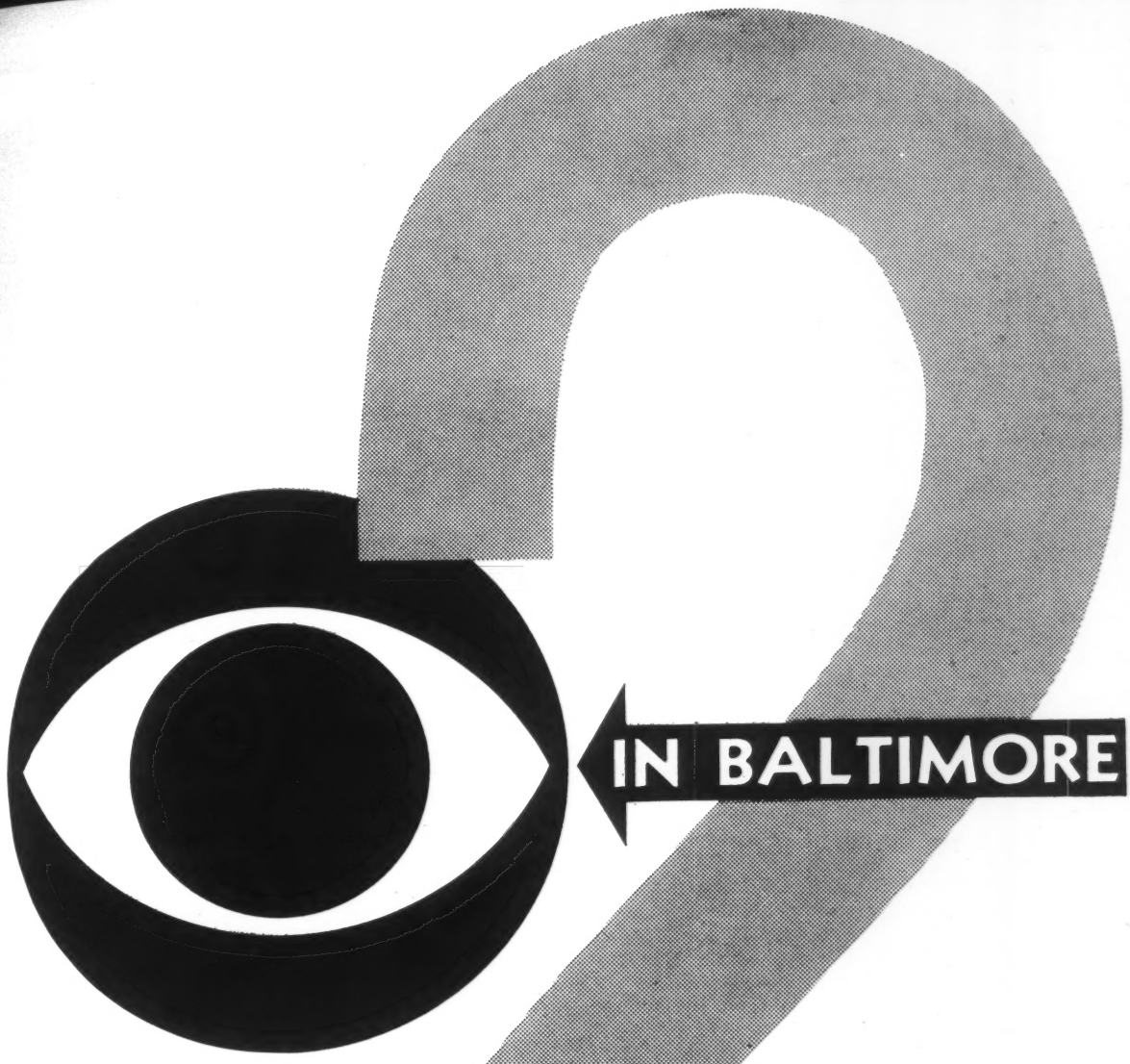
Magazine circulation and rate trends analyzed in Assn. of National Advertisers study.

THE COST-per-thousand circulation of 54 leading consumer and farm magazines combined rose from $2.41 in 1946 to $3.05 in 1953, a gain of 26.6%, according to a copyright report issued last week by the Assn. of National Advertisers' Magazine Steering Committee.

During the same period these magazines' net paid average circulation increased 24.4% and the one-time black-and-white page rate went up 56.9%, the report revealed.

For 44 of these magazines, which were published throughout the entire span going back to 1937, the study showed the cost-per-thousand went from $2.81 in 1937 to $3.04 in 1953, a gain of 8.2%, while net paid average circula-

(A&A continues on page 66)



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42% more than two other Baltimore TV stations combined

....and adults are your best customers.

Source: According to ARB January 1955. 75% of all viewers tuned to WMAR-TV, 7 A.M. to 6 P.M. Monday thru Friday, were adults.

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KNOW-HOW
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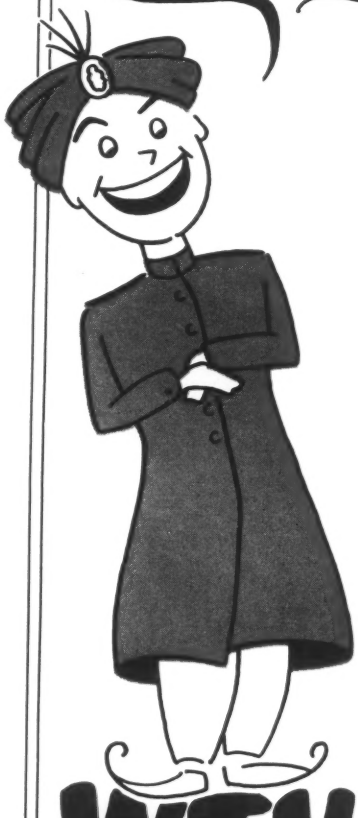

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Florida's FIRST Television Station, TALLEST TOWER IN FLORIDA. FULL 100,000 WATTS POWER. Complete Merchandising Department.

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Preferred by 89% (ARB - Sept. 1954) of the viewers in Fabulous South Florida.

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THE JONES REPORT ON TELEVISION

IT FINDS NETWORK PRACTICES DEPLORABLE, UHF IN A BAD WAY

FORMER Representative from Ohio to Congress and former FCC Commissioner (where he vigorously dissented from the terms of the 1952 allocation plan which ended the "freeze" on tv station construction), Robert F. Jones served as special counsel of the Senate Interstate & Foreign Commerce Committee. He represented the Republican faction of that Committee as Harry M. Plotkin, whose memorandum on the tv problems of network-station relationships and uhf was released earlier [B•T, Feb. 7], represented the Democratic majority. The following excerpts from the Jones report retain the majority of his text, omit the supporting tables and maps.

PURSUANT to the authority and direction of your committee, your staff has been engaged in a study of (1) the practicability and feasibility of pending legislation to place radio and television networks under regulation by the Federal Communications Commission, and (2) the whole uhf-vhf problem, concerning which extensive preliminary hearings were held by the committee's Subcommittee on Communications during the past session of Congress.

INITIAL PROCEDURE

In order to accomplish the objectives of your committee, your staff prepared and sent out a series of questionnaires designed to make available to the committee adequate and complete information which would provide an intelligent approach to the problem and make possible intelligent recommendations.

Two series of questions were sent by your staff to the Federal Communications Commission; one to each television network, and one to the American Telephone & Telegraph Co., during the period September 1 to Dec. 31, 1954.

As of Dec. 31, the FCC had responded completely to only a portion of the first questionnaire. The Commission is now in the process of collecting information from individual television licensees in order to comply with the remainder thereof.

The Commission has raised questions concerning the legality of furnishing answers to the second questionnaire, details of which will be discussed below. It has not completed the compilation of the material requested for this second questionnaire, so that the legal questions raised are not responsible for the delay in furnishing this information to your staff.

SCOPE OF QUESTIONNAIRES

The first series of questions addressed to the FCC requested it to furnish a table and a series of maps showing all of the technical statistical data and service areas of prefreeze vhf stations and postfreeze vhf and uhf stations, respectively, in operation or authorized, as of Oct. 1, 1954. (The Commission also was asked to furnish maps of service areas for all prefreeze stations, as of April 15, 1952, the date of the sixth report and order.)

FEDERAL COMMUNICATIONS COMMISSION

The Commission, in a reply dated Dec. 1, 1954, advised the then Chairman, Bricker, that it would comply with the request to the extent to which it had the information available. However, the Commission further advised that much of the information in question was not available in the Commission files. Further, the Commission advised that even when it had compiled the missing information, a number of computations would be required.

Members of your staff were unanimous in the opinion that this information, including maps of the service areas of each television station, is necessary for an adequate understanding of the problem.

In a letter dated Dec. 21, 1954, the Commission advised Senator Bricker that an estimated 47 man-months labor and an estimated expenditure of $25,304 would be needed to gather the information suggested.

Your staff recommends that funds which are available to the committee under Senate Resolution 13 of the present Congress be made available for the purposes of the Commission carrying out the gathering of this information, on a reimbursable basis.

The second questionnaire sent to the FCC was on Dec. 14, 1954.

This requested the Commission to furnish detailed information concerning broadcast revenues, broadcast expenses, and broadcast income for each network and each television station. In addition, the Commission was asked to furnish figures on the net investment in tangible property devoted exclusively to broadcast services (for each network) and each television station.

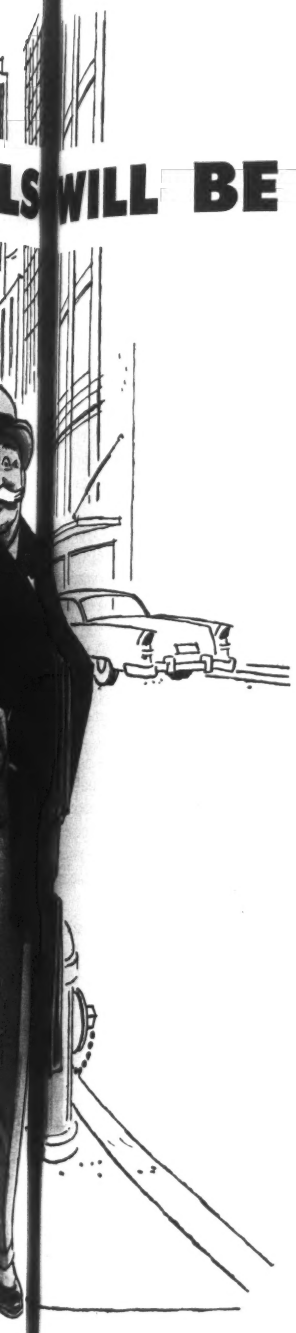
On Dec. 22, Commission addressed a letter to your then chairman, Senator Bricker, explaining its willingness to submit all material requested which the Commission had not obtained on a confidential basis. The Commission stated, however, that section 1905 of title 18 of the United States Code raised a serious question concerning the Commission's legal authority to turn over to your staff the individual network and station financial data requested in the second questionnaire of your committee. Instead, the Commission offered to furnish combined statistical totals which would be of little value to the staff in analyzing the problem assigned to it.

While it is the opinion of your staff that the Commission presently possesses the authority to turn over to the Congress the confidential information requested in the detail requested, the fact remains your staff had not had the benefit of this information in its approach to the problem and in the preparation of this memorandum. It is urged that the committee take the necessary steps to obtain this data.

AMERICAN TELEPHONE & TELEGRAPH CO.

A third questionnaire was sent by your staff to the American Telephone & Telegraph Co. This requested information concerning intracity and intercity common carrier facilities utilized by radio and television networks and radio and television stations for

OUR NEW YORK COLONELS



LS WILL BE MOVING SOON!

ON March 5, our New York office will move to larger and completely "tailor-made" quarters in the entire 18th floor at 250 Park Avenue. It's located closer to many of you agencies and advertisers and will enable us to give you better, faster service than ever before. There will be no change in our telephone number — Plaza 1-2700.

After many months of searching, planning and "doing" — we believe this will be the most efficient set-up in the broadcast representative business. J. Gordon Carr, who recently won several outstanding awards for office design, helped us immensely in the job — as did Thompson & Barnum, architects for the building.

Our radio division — our television division — are each laid out for optimum access to its own data files and information libraries — to our traffic-avail center with Western Union printers and TWX machines — to the incoming and outgoing mailroom.

Then — we can invite you agency and advertiser groups (up to 50 of you at one time) to *hear* playbacks of the best in radio programs broadcast by the stations we represent — to *see* film or color TV, as broadcast by the TV stations we sell.

As soon as the last electricians, plasterers, air-conditioners and painters have folded their tents and departed, we hope you will honor us with a visit.

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the transmission of television (audio and video) and standard (am) network program transmission (as indicated below) as follows:

1. Applicable tariffs upon which charges are based.

2. Routes of video facilities (for transmission of television programs).

3. Monthly billings from May 1948 to Jan. 1, 1955, to each radio and television network for facilities used for standard am and television (video and audio) network program transmissions.

4. At least one pricing diagram for each year (1948 through 1954) per customer for video facilities furnished to each network.

5. By years, the cities electrically interconnected by common carrier facilities for video transmissions, indicating initial period of interconnection.

On Dec. 20 (less than one week from the date of inquiry) AT&T complied with the comprehensive request of your committee by furnishing one copy of the applicable tariffs and the following comprehensive and voluminous data:

1. Seven route maps (one from each year 1948 through 1954) showing the transmission facilities.

2. Seven tables (one for each year 1948 through 1954) showing the monthly billings for radio program service to each radio network.

3. Seven tables (one for each year 1948 through 1954) showing the monthly billings for video (including audio in connection therewith) to each television network.

4. 32 pricing diagrams (one for each network per year 1948 through 1953 and two for 1954) showing the basis of tariff billings to each network for video transmission of television network programs to the television affiliates of each.

The foregoing information needs to be supplemented by similar tables from the operating companies and from interconnecting common carriers who provide additional television and radio network transmission service and facilities (service and facilities from the central station of the telephone company to the control board or transmitter of each affiliate of each network in the city where each is located plus station connection charges), and service to the affiliate of each radio and television network, respectively.

FOUR NETWORKS

On Oct. 19, 1954, a questionnaire was sent to each television network requesting information concerning contractual and operational relationships between each said network and its affiliates, including name, channel number, and call letters; each type of affiliation; duration of term of each contract; date of original affiliation; whether each contract contained a cancellation clause (if so, the reason for it and when it might be exercised); and the network programs carried live or delayed by each affiliate during the week Oct. 4 through Oct. 10, 1954.

This questionnaire also requested similar information concerning television stations and licensees which had been affiliates of each network at any time during the period starting July 1, 1951, but which were not affiliated as of Oct. 1, 1954.

A third part of the questionnaire to the networks requested information concerning the basis upon which each network awarded affiliation to television stations with particular emphasis to the following criteria:

1. Size of community (giving name of the smallest community where an affiliate is located, should this be a factor.)

2. Size of service area, giving the smallest service area of an affiliate, and the criteria used in determining the boundaries of the service area of each affiliate and whether population residing in service area of each is a factor.

3. The estimated number of television sets in the service area of each affiliate and the name of the affiliate with the estimated smallest circulation of sets.

4. Proximity to other tv affiliates, including the minimum distance between, and maximum overlap of, service areas of affiliates.

5. The effect of ownership by an affiliate of more than one television station upon affiliation.

6. The effect of low band vhf or high band vhf operation upon affiliation.

7. The effect of varying combinations of the number of vhf and uhf stations in the community upon affiliation and the effect of vhf stations in a nearby smaller community upon affiliation with a uhf in a principal city.

8. Any other criteria employed by the network not specifically mentioned in the questionnaire.

THE UHF PROBLEM

In hearings before your subcommittee last year, Federal Communications Commissioner Hyde stated, for himself and for a majority of the Commission, that 70 uhf channels (85% of the commercial television spectrum) plus the existing 12 vhf channels are needed to provide a national competitive television service.

The Uhf Coordinating Committee, representing all segments of the uhf telecasting industry, contended a national competitive television service can best be established by confining all commercial television to the uhf spectrum. They contend the elements of unfair competition between vhf and uhf telecasting would be eliminated by moving all vhf commercial television to uhf channels.

It does not appear practical that the television industry and the public would accept any plan to drop vhf. Significant are the more than 30 million vhf-only receiving sets currently in the hands of customers. There can be little doubt that even with the use of a transition period for the proposed vhf to uhf turnover, millions of set owners would be left with obsolete models which would have to be converted.

Past actions of the FCC have served to accentuate, rather than alleviate, the economic and operational difficulties of uhf telecasting as compared with vhf telecasting. For example, the Commission has permitted satellite operation of uhf stations by vhf stations since this investigation was initiated. If vhf stations located in the larger markets of the nation use uhf stations as satellites in order to extend their vhf service areas, then, indeed, uhf individual operators will have a further economic hurdle thrown in their path to compete with vhf stations for the sale of their broadcast time. A pending proposal before the FCC would double (1,000 to 2,000 feet) the maximum antenna heights for vhf telecasters in the northeastern United States. Adoption of this proposal and its utilization by the vhf stations will further lessen the chances for successful uhf operation. Any increase in antenna height of the proposed magnitude would substantially increase the size of the vhf service area and act as a halter to successful operation of any uhf station particularly within the enlarged vhf service area.

There can be no doubt that prospects for successful uhf operation under existing circumstances are dim.

In no small measure the future of uhf lies in economics. No amount of dogged determination on the part of Congress will repeal the economic facts upon which it must rise or fall.

Tv stations are financial institutions. They exist only when operators can earn a profit and serve the public interest. The efficiency of any one station compared with that of any other tv station serving the same area determines the chance for each to succeed.

If a competitor has equal quality programs and a circulation of receivers providing a comparable advertising media, ingenuity of competing operators determines the end result. However, if one is inefficient because it cannot service its area as well as its competitor, if its programs are inferior, or if its set circulation is smaller, then the chances for success are diminished.

That in a nutshell is the uhf-vhf problem.

The allocation plan set the first disadvantage of uhf operation over vhf operation. Economics of set production and home antenna installation gave further advantage to vhf station operation over uhf operation. The lack of comparable transmitter equipment is by no means the least of uhf difficulties compared to vhf operation.

All of the foregoing factors have precluded the same program source (network affiliation) opportunities to uhf as to vhf stations.

No amount of wishful thinking or executive fiat will remove these differences until new inventions are forthcoming to make uhf as cheap as vhf stations to operate; for home to receive uhf signals,

equal to vhf, and until there is a circulation of uhf receivers.

The death of uhf and the confinement of television to the existing 12 vhf channels is something the committee should do all in its power to avoid.

No answer can be evolved without seaching inquiry and much information, which to date is not available, must be weighed. A searching analysis of the technical data and economic information already requested by your staff may go far in providing a basis for saving uhf.

THE UNECONOMIC ALLOCATION PLAN

The allocation plan adopted by the Commission on April 15, 1952 (sixth report and order), initiated the commercial operation of uhf stations. At the same time, it raised the maximum permissible power and antenna height for vhf stations.

At that time, 108 vhf television stations were in operation, pursuant to an allocation plan and rules and standards which had been adopted by the Commission in November 1945. These stations were distributed [among 63 cities: 40 with one station, 11 with two stations, eight with three, two with four and two with seven. The 12 cities with three or more prefreeze tv stations are those cited for comparative purposes later in the report].

As a result of the meager power then employed by prefreeze vhf stations, the rural service areas substantially overlapped only in the following markets: Philadelphia and Wilmington, Cincinnati and Dayton, Detroit and Toledo, Washington and Baltimore, Syracuse and Utica, Boston and Providence.

The overlap of service areas of television stations located in separate markets was confined to a very few stations, as follows: WSYR-TV Syracuse, N. Y., and WKTV (TV) Utica, N. Y.; WDEL-TV Wilmington, Del., and WFIL-TV Philadelphia.

The rural service areas of these prefreeze vhf stations did not overlap, even when located in adjoining important markets. For example, the service areas of stations in the following pairs of markets did not seriously overlap:

WNBW—Washington, D. C.	WMAR—Baltimore, Md.
WLWT—Cincinnati, Ohio.	WLWD—Dayton, Ohio.
WSPD—Toledo, Ohio.	WWJ—Detroit, Mich.
WLWD—Dayton, Ohio.	WBNS—Columbus, Ohio.
WBEN—Buffalo, N. Y.	WHAM—Rochester, N. Y.
WSYR—Syracuse, N. Y.	WKTV—Utica, N. Y.
WJAR—Providence, R. I.	WBZ—Boston, Mass.

SIXTH REPORT FAVORED VHF

In September 1948 the Commission so feared the effect of interference between cochannel and adjacent channel stations that it slapped on its freeze in processing of applications—a freeze that was to last 3½ years. Operators of vhf stations used the period of the freeze as could be expected to entrench their position. It was during this period that the networks first started to grow up along with the advent of electrical interconnection between farflung stations. Sales of the entire production of the television receiver manufacturers were concentrated in the service areas of the 108 prefreeze stations. These 108 stations had a phenomenal growth in their broadcast revenues between 1950 and 1952 of between 140% and 324%. This was true when the stations served the small service areas permitted by the 1945 rules of the Commission.

During the freeze, the Commission found a means of mitigating the effect of interference by offsetting the carriers of each adjacent cochannel station and it established new interference curves based upon new desired to undesired signal ratios. However, it used the new technique (offset carrier) and the new interference information to overcome every difficulty of the vhf channel (frequency) characteristics (attainable immediately) and then it fixed unrealistic values for uhf channels (frequencies) which could not be exploited competitively by uhf operators immediately or in the foreseeable future.

The already established vhf service thus was given technical advantages to supplement its then 20 million vhf-only receiver circulation advantage and a 65 million population coverage advantage already acquired by the 108 prefreeze vhf stations.

Since the 108 prefreeze stations had already established network arrangements, network programs had therefore been available for a considerable period of time. These stations could quickly stake out viewer habits among the population residing in their expanded service areas. They could quickly increase their rates for the sale of broadcast time to networks, national, regional, and local advertisers and sponsors.

To a lesser extent this same competitive condition maintains in other than prefreeze vhf cities, wherever the expanded vhf coverage made it possible for the viewing public to choose either to spend money for uhf conversion and pick up programs from local stations or spend money for better vhf installation in order to pick up vhf programs from distant cities. This latter tendency in the formation of viewing habits toward vhf and against local uhf stations was greatly accentuated because networks affiliated with more vhf stations (larger service area) and (even if they affiliated with local uhf stations) furnished more network programs to vhf stations.

THE ECONOMICS OF TELEVISION BROADCASTING

A. *The sources and amount of broadcast revenues of television stations*

Television stations, like radio stations before them, are supported financially (1) by the sale of broadcast time (*a*) to networks (for broadcast of network-originated programs), (*b*) to national, regional, and local advertisers and sponsors (for broadcast of non-network programs) and (2) by the sale of programs, program material, talent and service, and materials.

In 1948, the 50 television stations and the networks had total broadcast revenues of $8,700,000. By 1949, the 99 tv stations and the networks had total broadcast revenues of $34,300,000. By 1950 the 107 television stations and four networks had total broadcast revenues of $105,900,000. By 1951, 108 television stations and the networks had total broadcast revenues of $235,700,000. In 1952 these same 108 television stations and networks had total broadcast revenues of $323,600,000. By 1953, a total of 334 television stations and the four networks had total broadcast revenues of $430,800,000.

These figures serve to show the phenomenal growth and acceptance of television by the public and advertisers, particularly in the period following the lifting of the so-called freeze.

B. *Identification and description of network organizations and practices*

There are presently four television networks engaged in chain broadcasting—American Broadcasting-Paramount Theatres, Inc.; National Broadcasting Co., Inc.; Columbia Broadcasting System, Inc.; and DuMont Television Network—hereafter referred to as AB-PT, NBC, CBS, and DuMont, respectively.

Each network contracts with the American Telephone & Telegraph Co. and its associated companies for common carrier service and facilities to electrically interconnect groups of television stations for the simultaneous broadcast of network programs. Even though the networks today emphasize the simultaneous origination and broadcast of live network programs over their outlets, all four networks make film recordings of programs they originate in the regular course of network operations and distribute such recordings among both their noninterconnected and electrically interconnected outlets for delayed broadcasts of such programs.

This practice was a necessary and predominate practice of television networks before common carrier facilities were constructed between outlets. Each network continues to engage in the practice for two reasons: (1) the market, where an outlet of the network is located, does not justify paying the charges for its electrical interconnection; and (2) the network could not clear time over the outlet for the advertiser or sponsor for the broadcast at the time the program was originated.

THE ECONOMICS OF NETWORK BROADCASTING

A. In general

The economics of television and radio networking are based upon the same pattern and trade practices. Each network is engaged *inter alia* in selling broadcast time over a number of individual stations to national advertisers and sponsors for the broadcast of network programs—programs originated by the network. Each television network owns and operates television stations, located in

the top markets of the nation, which are primary or basic outlets of their respective networks.

In addition, each network contracts with the licensees and permittees of other television stations to provide for future sale of time for the broadcast of network programs over the television stations of the latter. The terms of the contract are negotiated and consummated by network and television stations, licensees, and permittees. Each station thus associated with one or more networks is referred to hereafter as an outlet or affiliate.

B. The financial arrangements between networks and affiliates

We have examined only standard forms or affiliation contracts of each network. When network witnesses discuss the subject they generally refer to a split of 70% of the advertising rate for the network and 30% for the affiliate for all time sold for the broadcast of network programs over the stations of their respective affiliates. Thirty percent may be a general standard percentage retained by affiliates, but it is not a universal contractual arrangement.

FINANCIAL STATUS OF TELEVISION NETWORKS AND TELEVISION STATIONS, RESPECTIVELY, RESULTING FROM AFFILIATION CONTRACTUAL ARRANGEMENTS AND NETWORK OWNERSHIP OF THE TELEVISION STATIONS

At this time your staff has little information concerning the comparative financial status of the individual radio and television networks. The same is true with reference to individual radio and television stations.

The FCC furnished to the committee the average investment in tangible property devoted exclusively to television broadcasting, broadcast revenues, broadcast expenses, and broadcast income (before Federal income tax) in its hearings last year on the status of uhf and multiple ownership of television stations.

The FCC at that time also furnished average profit-and-loss statements of prefreeze and postfreeze vhf stations and uhf stations, respectively, and classified this information by the size of city where each group was located. The Commission also has made public the revenues, expenses, and income (before Federal income tax) of all stations (prefreeze, postfreeze vhf and uhf) located in selected cities.

However, there are only 12 cities where your staff is able to make a comparative analysis for two consecutive years on a market-to-market basis, on the basis of information available.

While no single station can be analyzed as to its market potential (the number of competitive signals, its status of affiliation or non-affiliation, etc.), it is possible to draw some rebuttable conclusions from meager data concerning all stations in 12 selected markets which the Federal Communications Commission has already made public.

DISTRIBUTION OF BROADCAST REVENUES

In 1948, the broadcast revenues of the entire television industry were $8,700,000. The four television networks and their ten owned and operated television stations received $4,800,000 or 55.10% while 40 other television stations then operating accounted for $3,900,000 or 44.83% of the industry total.

[In 1949 the networks and their owned stations accounted for 55.10% of the total tv industry broadcast revenues of $34,300,000; in 1950 for 52.41% of $105,900,000; in 1951 for 54.45% of $235,700,000; in 1952 for 55.69% of $323,600,000; in 1953 for 53.54% of $432,700,000.]

The pattern for the five years (1948-53) establishes the predominance of the revenues of the networks and their owned and operated television stations in relation to those of the entire television industry when it is considered the four networks and their comparatively small number of wholly owned stations have consistently maintained a 52.6 to 56.6% share of the revenue received by the entire television industry during a period of rapid growth throughout the country.

It is noteworthy that two or the four networks account for approximately 85% of all television network billings, a fact which serves to emphasize the tremendous hold and influence of the two predominant networks (CBS-NBC) on the television industry. This is discussed in more detail later in the report.

SEGREGATION OF FINANCIAL DATA FOR TELEVISION NETWORKS AND NETWORK-OWNED TELEVISION STATIONS

Since each of the four television networks owns television stations in the top-ranking 15 markets of the nation, the share of the revenues received by these four networks from the operation of their own stations is a substantial part of the revenues received by all other operating television stations.

In 1952, the entire industry (four networks and 108 television stations) had total broadcast revenues of $324,200,000. The four networks (excluding the revenues from their 15 owned and operated television stations) had broadcast revenues of $130,764,000 or 40.33% of the broadcast revenues of the entire industry.

In 1953, the entire industry had total broadcast revenues of $432,700,000. The four networks (excluding the revenues from their 16 owned and operated television stations) had broadcast revenues of $161,363,000 or 37.3% of the broadcast revenues of the entire industry.

In 1952, the broadcast expenses of the entire industry were $268,700,000. The four networks (excluding their 15 owned and operated television stations) had broadcast expenses of $135,511,000 or 50% of the expense of the entire industry. In 1953, the broadcast expenses of the entire industry were $364,700,000. The four networks (excluding their 16 owned and operated television stations) had broadcast expenses of $164,239,000 or 45% of the expenses of the entire industry.

In 1952, 108 television stations had income (before Federal income tax) of $60,447,000. In 1953, the total of 334 television stations (a 209.3% increase in the total number of stations over 1952) had income (before Federal income tax) of $70,876,000 (an increase of $10,429,000 or 17.3% over the previous year). A total of 15 network-owned television stations had an income (before Federal income tax) of $14,647,000. In 1953, the total of 16 network-owned television stations (an increase of 6.6% of those owned the previous year) had income of $20,876,000 (an increase of $6,229,000 or 42.5% over the previous year.

These figures serve once more to emphasize the continuing predominance of the networks and their wholly owned stations in the economy of the television industry. Again, two of the four networks (NBC-CBS), garner a major share of revenue.

FINANCIAL DATA ON TV STATIONS IN SELECTED MARKETS AND ALL OTHER MARKETS

FINANCIAL DATA FOR ALL TV STATIONS LOCATED IN 12 MARKETS SELECTED BY FCC FOR PUBLICATION

In 1952 and 1953, the FCC released comparative financial data for all tv stations located in 12 tv cities ranking in population as follows:

City	Rank	City	Rank
New York	1	Cleveland	10
Chicago	2	Washington	11
Los Angeles	3	Baltimore	12
Philadelphia	4	Cincinnati	15
Detroit	5	Atlanta	23
San Francisco	7	Columbus	32

In 1952, the total broadcast revenues of all tv stations located in these cities amounted to $116,675,000, their total expenses amounted to $85,709,000, and their total income (before Federal income tax) amounted to $25,966,000.

In 1952, the revenues of all tv stations in these 12 cities amounted to 34.51% of those received by the entire tv broadcasting industry. Their expenses amounted to 31.99% of those paid by the entire industry, and their income (before Federal income tax) amounted to 46.61% of that earned by the entire tv broadcasting industry.

In 1953, the total broadcast revenues of all tv stations located in the 12 selected cities amounted to $137,797,000 (an increase of 23.94% over those received in 1952). Their expenses amounted to $103,161,000 (an increase of 18.02% over those paid in 1952), and their income (before Federal income tax) amounted to $34,636,000 (an increase of 70.48% over that received in 1952).

In 1953, the revenues of these same tv broadcast stations located in the 12 selected cities amounted to 31.84% of those received by the entire tv broadcasting industry. Their expenses amounted

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January 1955 TELEPULSE proves KLZ-TV is*

Overwhelmingly FIRST... morning — afternoon — night... has more weekday viewers than all other Denver television stations ***combined.***

IN DENVER

KLZ-TV has more competitive quarter-hour *firsts*—more half-hour program *firsts*—more full-hour program *firsts*—than all other Denver stations ***combined***... And...

- **8 of the top 15 shows**
- **7 of the top 10 multiweekly shows**
- **All of the first 5 syndicated film shows**
- **Highest-rated news, weather, and sports shows**
- **Highest-rated multiweekly kids' program (yes, KLZ-TV-produced)**

The January ARB gives KLZ-TV the long edge, too... FIRST, sign-on till noon — FIRST, noon till 6 pm — FIRST, 6 till 10 pm... most competitive quarter-hour firsts — most half-hour program FIRSTS — most full-hour program FIRSTS.**

Any Way You LOOK at it, Channel 7 is Denver's Best Television Buy!

Take advantage of KLZ-TV's ***undisputed*** audience leadership

BUY KLZ-TV

Call a KATZ man or KLZ Television Sales Today.

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KLZ TV Channel 7

DENVER

Denver's Most Popular Television Station

CBS TELEVISION NETWORK

Denver's Highest-Powered Television Station

AFFILIATED WITH KLZ RADIO

to 28.28% of those paid by the entire tv broadcasting industry, and their income (before Federal income tax) amounted to 50.93% of that earned by the entire tv broadcasting industry.

Financial Data for All Tv Stations Located in Cities Other Than the 12 Selected Cities

In 1952, 62 tv stations located in the 51 other tv cities received broadcast revenues amounting to $81,161,000. Their expenses amounted to $46,680,000, and their income (before Federal income tax) amounted to $34,481,000.

In 1952, the revenues of these 62 tv stations amounted to 25.09% of those received by the entire tv broadcasting industry. Their expenses amounted to 17.43% of those paid by the entire tv broadcasting industry, and their income (before Federal income tax) amounted to 61.91% of that earned by the entire tv broadcasting industry.

In 1953, the number of tv stations located in cities other than the 12 selected markets had increased 464.5%, from 62 tv stations to 288 tv stations located in 209 cities. The revenues of these 288 tv stations amounted to $133,540,000. Their expenses amounted to $97,300,000, and their income (before Federal income tax) amounted to $36,240,000. In 1953, the revenues of these 288 tv stations amounted to 30.87% of those received by the entire tv broadcasting industry. Their expenses amounted to 26.68% of those paid by the entire tv broadcasting industry, and their income (before Federal income tax) amounted to 53.30% of the amount earned by the entire tv broadcasting industry.

ECONOMIC OUTLOOK IN ALL MARKETS

An analysis of the economic outlook of all tv stations other than those located in the 12 selected markets thus is very disturbing, in the absence of some explanation.

In 1952, the income (before Federal income tax) of the entire tv broadcasting industry, amounted to $55,700,000 (revenues $323,600,000, minus expenses $267,900,000). The income (before Federal income tax) of 62 tv stations (located in cities other than the 12 selected cities) amounted to $34,481,000 (revenues $81,161,000, minus expenses $46,680,000), or 61.91% of that earned by the entire tv broadcasting industry.

In 1953, the number of tv stations located outside the 12 selected cities had increased 464.5%. The income (before Federal income tax) of the entire tv broadcasting industry amounted to $68 million (revenues $432,700,000, minus expenses $364,700,000). The income (before Federal income tax) of the 288 tv stations (located in cities other than the 12 selected cities) amounted to $36,240,000, or 53.30% of that earned by the entire tv broadcasting industry.

In other words, in 1952, the 62 tv stations (located in cities other than the 12 selected cities) received 25.09 cents out of each dollar received by the entire tv broadcasting industry. In 1952, these 62 tv stations paid 17.43 cents out of each dollar of expenses paid by the entire tv broadcasting industry as the cost to participate.

In 1953, 288 tv stations (located in cities other than the 12 selected cities) received only 30.87 cents out of every dollar received by the entire tv broadcasting industry, but these same 288 tv stations paid 26.68 cents out of each dollar of expenses paid by the entire tv broadcasting industry. In 1953, the cost of participation paid by these 288 tv stations (located outside the 12 selected cities) thus had increased 9.25 cents out of every tv broadcast industry dollar.

On the other hand, in 1952, the 46 tv stations located in the 12 selected markets received 34.51 cents out of each dollar received by the entire tv broadcasting industry, and they paid 31.99 cents out of each dollar of expenses paid by the entire tv broadcasting industry as the cost of this group to participate. In 1953, these same 46 tv stations (located in the 12 selected cities) received 31.84 cents out of every dollar received by the entire tv broadcasting industry, but they paid only 28.28 cents out of each dollar of expenses paid by the entire tv broadcasting industry as the cost of this group to participate. In 1953, the cost of participation paid by the 46 tv stations located in the 12 selected markets thus had decreased 3.71 cents out of every tv broadcast industry dollar.

Comparisons in Varying Markets

The FCC's published Individual TV Market Data for the year 1953 included data for 92 tv stations in 26 tv markets (46 more stations and 14 more tv markets). The 1952 list of cities were predominantly the first 15 in population rank. In 1953, four more cities within the first 15 in population rank were included and eight cities were added in population rank from 16 to 54 and two cities over 100 in population rank.

It is therefore possible to analyze the economic status of all television stations located in selected cities in the first 15 population rank, the first 41 in population rank, and the first 60 in population rank.

As data for more tv stations within the first 60 in population rank are analyzed, the general economic outlook of tv stations located in cities beyond the first 60 in rank becomes even more dim. For example, when we add the financial data concerning 13 stations located in Boston, Pittsburgh, St. Louis, and Minneapolis-St. Paul (cities in the first 15 population rank), to the 46 stations in the 12 selected markets, the broadcast revenues of only these 59 tv stations located in 16 cities amount to $160,829,000, or 24.68% of the revenues for the entire industry; their expenses amount to $115,623,000, or 31.71% of the expenses paid by the entire industry; and their income (before Federal income tax) amounts to $45,206,000, or 66.48% of the entire industry.

The 275 tv stations located in the remaining 205 tv markets then have left broadcast revenues amounting to only $110,508,000, or 25.53% of the revenues for the entire tv broadcast industry; total expenses of $84,838,000, or 23.25% of the expenses paid by the entire tv broadcast industry; and income (before Federal income tax) of $25,670,000, or 37.75% of the amount received by the entire tv broadcast industry.

The 59 tv stations located in the 16 selected tv markets thus received 24.68 cents out of each dollar received by the entire tv broadcast industry, and they paid 31.71 cents out of each dollar of expenses paid by the entire tv broadcast industry as the cost of this group to participate.

When we add to the foregoing list the financial data concerning 21 stations located in Milwaukee, Kansas City, Louisville, Denver, Dayton and Norfolk-Portsmouth (cities in the first 50 population rank), the broadcast revenues of just 80 tv stations located in only 22 cities amount to $177,961,000, or 41.13% of the revenues for the entire tv broadcast industry; their expenses amount to $126,556,000 or 34.71% of the expenses paid by the entire tv broadcast industry; and their income (before Federal income tax) amounts to $51,405,000 or 75.60% of the income for the entire tv broadcast industry.

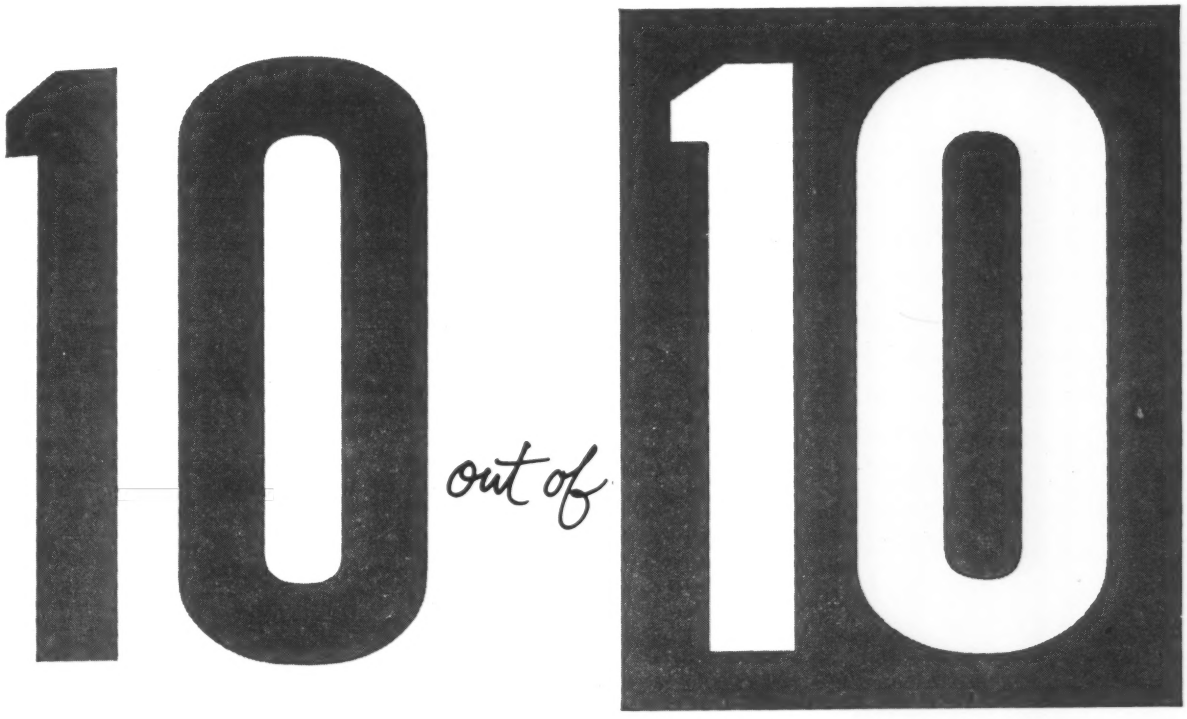
The remaining 254 tv stations located in the remaining 199 tv markets then have broadcast revenues of only $93,376,000, or just 21.58% of the revenues for the entire tv broadcast industry; total expenses of $73,905,000, or 20.25% of the expenses paid by the entire tv broadcast industry; and an income (before Federal income tax) of $19,471,000, or 28.63% of the amount received by the entire industry.

In other words, in 1953, the 80 tv stations in the 22 selected tv markets received 41.13 cents out of each dollar received by the entire tv broadcast industry and paid 34.71 cents out of each dollar of expense paid by the entire tv broadcast industry as the cost to participate. On the other hand, the 254 tv stations located in 199 cities (other than the 22 selected tv markets) received only 21.58 cents out of each dollar received by the entire tv broadcast industry and they paid 20.25 cents out of each dollar of expenses paid by the entire tv broadcast industry as the cost of this group to participate.

The economic future of the substantial majority of television stations in relation to the future of those located outside of the first 60 markets is not fully shown by the foregoing analyses. Addition to this compilation of other cities ranked in the first 15 markets serves to further accentuate this trend.

It is obvious to your staff that complete financial data would establish that tv stations in the top-rank market cities draw a disproportionate share of total revenue for all tv stations. Your staff believes that the share of revenues and income necessary to support tv stations ranking below the top-ranking markets falls far short of the minimum, necessary to support a national competitive television industry, and to fulfill the broad objective of the Federal

UNANIMOUS CHOICE IN NEW YORK!



Every single one of New York's Top Ten *local* television programs are on WRCA-TV, according to January Telepulse.

And, as for *network* shows, NBC's exciting programming has paid off with an average of twice as many shows in the Top Ten as the second network, according to the National Nielsen ratings, since the Fall season began in September.

WRCA-TV's undisputed local leadership plus NBC's domination of network programming makes WRCA-TV the number one choice in America's number one market.

Add to this **the most sensational discount plan in New York television**—the 14/50 Plan, which provides discounts up to 50%. Jay Heitin has all the details. Call him at CIrcle 7-8300 in New York. Or see your NBC Spot Salesman.

WRCA-TV channel 4 NBC television

represented by NBC Spot Sales

New York Chicago Detroit Cleveland Washington
San Francisco Los Angeles Charlotte Atlanta* Dallas**
**Bomar Lowrance Associates*

Communications Act and the responsibility of the Congress to the people in all areas of the country.

COMPARISON OF ECONOMIC PROBLEM OF THE NETWORK AFFILIATED AND NONAFFILIATED TELEVISION BROADCASTER, RESPECTIVELY

From the standpoint of the television broadcaster, the need for outside program sources is critical. The cost of local live origination for the entire day or a substantial part of the broadcast day of a television station is prohibitive. The economic status of a television broadcaster, affiliated with one or more networks, compared with an unaffiliated tv broadcaster, presents a discouraging, if not impossible, picture for the latter.

THE AFFILIATED STATION

When the network sells the broadcast time of the affiliate's station for network programming, the affiliate earns 30% or more of its regular time-sale rate. In addition, the affiliate is relieved of the burden of finding program sources or programming for all time over his station sold by the network. When the network does not sell time over the affiliate's station and furnishes sustaining programs, the affiliate is relieved of finding program sources for those hours. Even after commercial and sustaining programs have been broadcast by the affiliated station, the advantage of affiliation is not at an end. The well-financed programs originated by the network have created a market for the national and regional advertiser to buy local nonnetwork time adjacent to network programs. All of the resources of the networks are geared to business relationships with time buyers of national advertising agencies. These time buyers are thoroughly acquainted with the program originated by each network, including the name talent associated with each program. The audience reception rating of any network program furnishes a practical yardstick to the network's affiliate station. In short, the national advertising agent can use the tools of the trade (audience survey reports) and measure with some degree of satisfaction to himself "listenability" and "viewability" of the affiliated station, where to make purchases of adjacent time and the volume of such purchases that will serve his client more efficiently. The relationship of the national advertiser and each affiliate is well organized for selling.

THE NONNETWORK STATION

On the other hand the nonnetwork station faces a different problem. He must first acquire "listenability" and prove it to the national advertising time buyer with a series of untested, unrated programs which may be produced either by an unintegrated number of syndicated television film producers or by the use of old-run or second-rate films.

This ability to sell nonnetwork time to national advertisers and sponsors is one of the most valuable assets of an affiliation contract. From the reports released by the FCC, it is impossible to make an appraisal, network by network, program by program, and market by market, of the volume of the sale of national advertising revenues to local stations, nor is it possible to definitely appraise the effect of network affiliation upon volume of sales to local advertisers. The public releases of the FCC show the information for all stations (both affiliated and nonaffiliated) located in selected cities, but they are not helpful in a clinical analysis of the uhf-vhf problem or in weighing the economic impact of network policies and practices upon the economy of all television stations. This is a necessary condition precedent to a solution of both problems assigned to your staff.

NETWORK POLICIES AND PRACTICES

Although the four networks explained to your staff principles involved in selecting affiliates (and more important still the rejection of affiliation) no satisfactory account was submitted of the weight given to each criterion.

Information submitted by the networks shows clearly that the networks have no consistent affiliation policy which they apply uniformly. Nor have they proven any rational basis for past decisions to affiliate or reject affiliation with individual television stations.

Neither 100% national advertiser acceptance of an affiliate, nor sale of a substantial amount of the entire network time sales over an affiliated station is a condition precedent to any of the four networks making an affiliation. An examination of the program logs of each network reveals that a substantial number of the affiliates of each network carry less than 50% of the total network time sold. It would appear that the network policy of whether or not to affiliate is therefore based upon some factor other than national advertiser acceptance of individual affiliation or the size of the market.

THE FLOW OF NBC AND CBS NETWORK COMMERCIAL AND SUSTAINING PROGRAMS TO THEIR WHOLLY OWNED AND AFFILIATED STATIONS, RESPECTIVELY

Each of the four television networks classify their affiliates into two or more groups which would lead one to believe that these classifications would have some relation to the amount of time sold by each for network programs for each class. However, an analysis of the network program logs of NBC and CBS shows little relation between the amount of network time sold on each affiliate and the classification given it for all classes of affiliates except as to NBC's "basic" affiliates and CBS's "primary basic" affiliates.

An analysis of the percentages [of all NBC-TV and CBS-TV network programs and commercial programs carried by affiliates] demonstrate[s] that affiliation alone is not an open sesame to financial success. It has been demonstrated that the small share of revenues available to television stations located in the smaller markets, whether vhf or uhf, is insufficient to support a nationwide competitive television system. These [data] generally explode the theory that the uhf-vhf problem stems from a prejudice of tv networks and national advertising against uhf. They also demonstrate that once a station is affiliated with a network there is still considerable problem getting the network to sell enough network time over the station to make the affiliation locally profitable.

FACTS NEEDED FOR A MEANINGFUL INVESTIGATION

There were 611 television stations authorized as of Oct. 1, 1954, located in 245 cities of continental United States. Those in operation utilize and those authorized will employ (within the maximum and minimum limits permitted by the Commission's rules) varying effective radiated power, at varying antenna heights above ground and above average terrain.

The size of the service area of each station varies accordingly as stations operate on low band vhf channels (2-6), high band vhf channels (7-13), or uhf channels (14-83). The cities where they are located vary in size, market importance, and in frequency antenna distance from each other. Circulation of television sets (vhf only and uhf-vhf sets, respectively) and the number of families or population residing in each service area all are factors which must be considered in any adequate investigation to determine whether or not networks should be regulated and in any satisfactory study of the uhf-vhf problem.

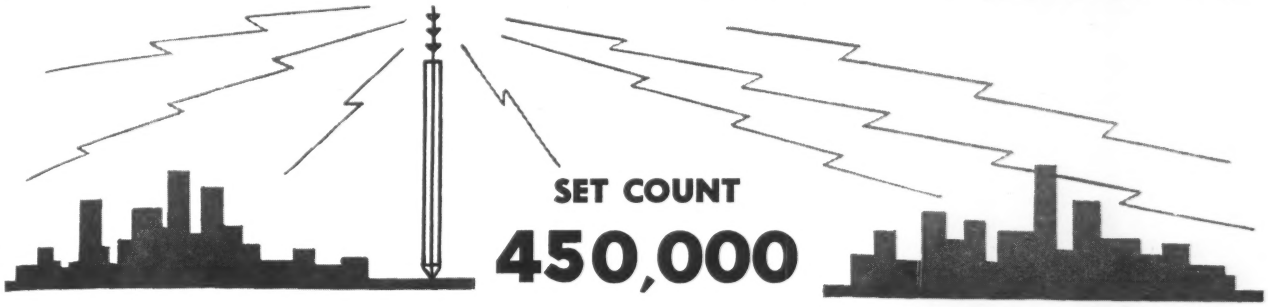
Your staff had the problem, first, of attempting to establish a uniform basis of comparison for television service furnished by each station and the overall service rendered by all television stations as a unit. It therefore appeared necessary to determine the service areas of each station, in accordance with methods established and authenticated by the FCC, so that the committee could speak with some authority when it made conclusions.

Moreover, the committee could not consider the service area of each station in a vacuum. It had to consider the overlap of signals from television stations located elsewhere in the same general market, and in adjacent markets. Obviously, the service from all such stations not only has a bearing upon the choice of service available to the public, but more important still, exerts a direct effect upon the economic status of each station in a given city or cluster of cities located closely together.

In addition, the network practice of (a) affiliation or rejection of affiliation, (b) paying or not paying for electrical interconnection of affiliates, requires a fair knowledge of pricing practices of AT&T.

In short, the staff needed all the foregoing information on a national scale, produced for it with such authenticity that any station located in any area or any market operating on any channel could be critically analyzed (1) from an economic standpoint and (2)

CITY GRADE SERVICE
in BOTH
FORT WORTH and DALLAS



YOURS ONLY ON WBAP-TV!

HIGHEST HOOPER!

Hooper's January 1955 composite combined Fort Worth-Dallas Survey, shows share of audience, 6:00-10:30 p. m.:

WBAP-TV 42%
2nd Sta. 34% 3rd Sta. 24%

*Counties	24
Population	1,856,400
Families	572,200
Total Retail Sales	$2,284,777,000
Buying Income	$3,075,563,000

Here it is — FULL COVERAGE, with WBAP-TV. The only television station with city grade service in both Fort Worth and Dallas.

WBAP-TV Channel 5 . . . for 6 years, FIRST in coverage, FIRST in programming, and FIRST in picture clarity. 11 of top 15 nighttime shows are on WBAP-TV. Greatest audience 5 nights out of 7!

Be sure you get full coverage and city-grade service . . . in BOTH Fort Worth and Dallas Offered only by WBAP-TV, full power with 100,000 watts.

*Sources: Sales Management "Survey of Buying Power" May 10, 1954

WBAP-TV
CHANNEL 5

THE STAR-TELEGRAM STATION • ABC–NBC • FORT WORTH, TEXAS

AMON CARTER, Chairman | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

FREE & PETERS, Inc. – National Representatives

from the standpoint of the reasonableness and fairness of the network policy of affiliation or nonaffiliation.

The practice of the networks of paying common carrier charges for transmission of programs for some stations and not for others and their degree of success in the sale of time for network programs among their various affiliates has a tremendous impact upon the financial well-being of both affiliated and nonaffiliated stations in a majority of the markets of the United States.

In order to carry out the mandate of the committee, your staff, lacking its own manpower, was forced to call upon the various concerned parties to furnish necessary technical and financial information.

The FCC was requested to furnish a series of maps of the coverage of all television stations on specified dates (April 15, 1952, and Oct. 1, 1954) and by status of stations (in operation, authorized but not in operation, and in hearing status) as of Oct. 1, 1954. In addition, the Commission was requested to furnish maps on which would be shown cumulatively the number of service areas of television stations operating on each frequency band, vhf, uhf, and vhf and uhf combined.

When these maps are completed, the staff and the committee will have an exact picture of the computed coverage of all television stations on a national scale. Moreover, it can then critically examine the affiliation policies of each tv network, the economics of each television station (a) wholly owned by each network and (b) owned by all others, whether affiliated or unaffiliated.

The second questionnaire sent to the FCC related entirely to economics of television networks, television stations wholly owned by each network, and television stations respectively owned by all others. The questions contained practically every category of information (following the FCC's definition of each category) furnished annually by each network and by each television station respectively. Some data in the FCC's published financial reports are not in as detailed form as desired (such as the payment by each network to each station for network time sales and the expenses incurred by each station on account of such times sales). Without this information, no station-by-station report or analysis for each market is possible. Neither is it possible to draw accurate conclusions regarding the predominance or infirmities of each network.

When it is possible to examine this information, together with the service area of each station, in relation to all other stations in the same city or in adjacent cities respectively (as requested in our first questionnaire to the FCC), the committee will be able more clearly to understand the economics of broadcasting as effected by size of market, service area, multiple overlapping service from network affiliated and nonaffiliated stations, respectively.

With some exceptions, the staff is not presently in a position to offer objective conclusions or remedies concerning the ills that beset the television stations, both uhf and vhf, located in smaller markets, as well as two of the four networks.

The lack of financial and statistical data which can be used to make proper comparisons has been a major stumbling block in the search by your committee and staff for a key to the problem.

There appears to be an obvious need for the establishment by the FCC of a uniform accounting procedure providing for the submission of reports in greater detail. For example, it is felt the Commission should set up a uniform pattern under which the networks would allocate network and operation expenses for wholly owned stations.

It is felt the Commission and Congress need to know the same kind of information, on a regular basis, that the staff now seeks for the period 1947 to date. This information is—

1. The amount of revenue each station received from each network. Amount of network sustaining and commercial time carried by each station.
2. The amount of free time for network programs carried by each station.
3. The amount of common carrier expense paid by each network and by each station for network programs and by stations for non-network programs.

In addition, it is felt the Commission should require each television station licensed by it to file a proof of performance which will show the measured coverage of each such station. The Commission's files thus would contain up-to-date accurate information of both theoretical computed coverage and measured coverage for television stations, such as it possesses now for all other classes of broadcast stations. Such information on television stations was kept before the sixth report and order and the present rules and standards were adopted.

It is a little short of tragic that the body to whom Congress has delegated quasi-legislative, quasi-judicial, and quasi-executive functions has less information in its files than have the people it purports to regulate.

It is obvious from a reading of the answers of the networks to our questionnaire that the networks have more knowledge of coverage by television stations licensed by the Commission than the Commission has itself. It will be remembered the Commission's letter of Dec. 21, 1954, frankly admits that interference and coverage information is missing from its files. It must be emphasized that this state of affairs results from the action of a previous Commission which removed the requirements for measurements in the new rules adopted, and in the sixth report, adopted on April 15, 1952.

Likewise, there is need to study and analyze the specific allocation of revenues, expenses, income, and investment in tangible property devoted to network operations and to each network-owned station respectively. The FCC releases of financial data on a national and selected city basis do not indicate a uniform policy among networks for separating such information.

On the basis of information currently available, your staff cannot determine whether networks need to, or should, own broadcasting or television stations to subsidize network operations.

Much more important still, we are not able to determine the return on investment received by each network based upon the amount each has invested in tangible property devoted exclusively to network operations (as distinguished from their wholly owned stations).

Since there exist these major deficiencies in the financial, technical, and statistical data upon which to base sound conclusions, a proposed series of questions has been prepared to breach this shortage of critically needed information.

SUMMARY

UHF

The commercial operation of uhf stations was launched by the FCC in 1952 in competition with the established vhf stations at a terrific technical disadvantage to the uhf. The Commission also miscalculated the ability of manufacturers of transmitting and receiving equipment to solve uhf problems.

The following situation resulted and prevails generally today:

Uhf stations commenced operation at low powers. The vast majority of uhf stations still are operating at low power. Over 20 million vhf-only sets then in the hands of the public were never designed for uhf reception. Their conversion for uhf reception has proven unsatisfactory generally.

The allocation by the FCC of 1,319 uhf channel assignments, as compared to 556 vhf assignments, has proven no open sesame to uhf financial success. The Commission, then as today, has no valid estimates concerning the number of uhf stations which the economy of the country will support.

No sentiment on the part of Congress or the Commission in behalf of uhf will repeal the law of economics operating in our private-enterprise system. Vhf, by virtue of its early start, has moved into the larger markets and saturated such markets and surrounding rural areas with vhf-only receiving sets. It follows that the larger concentrated masses of population now and hereafter will need vhf-only sets and that the unit costs will always favor vhf-only sets and work against any mass production to cut costs of all-channel receivers.

The proposed removal of the Federal excise tax from all-channel receivers, in order to make all-channel sets competitively priced with vhf-only sets, appears an insufficient incentive for the increased production and successful marketing of such sets. The committee might well consider some other means to encourage manufacturers

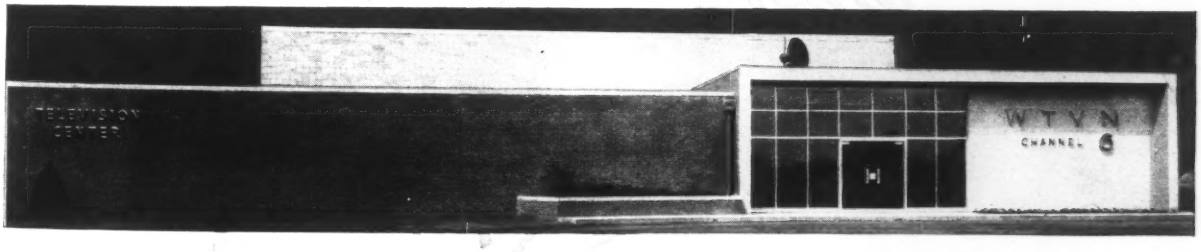
Maximum Power

WTVN-TV

Now 100,000 watts

ON CHANNEL 6

COLUMBUS, OHIO



Your Best Buy for Maximum Coverage of the rich Columbus Area is WTVN-TV

Don Chapin, Manager New York Office, 550 Fifth Ave.

Ken Church, National Sales Manager

Affiliated with ABC and Dumont Television Networks

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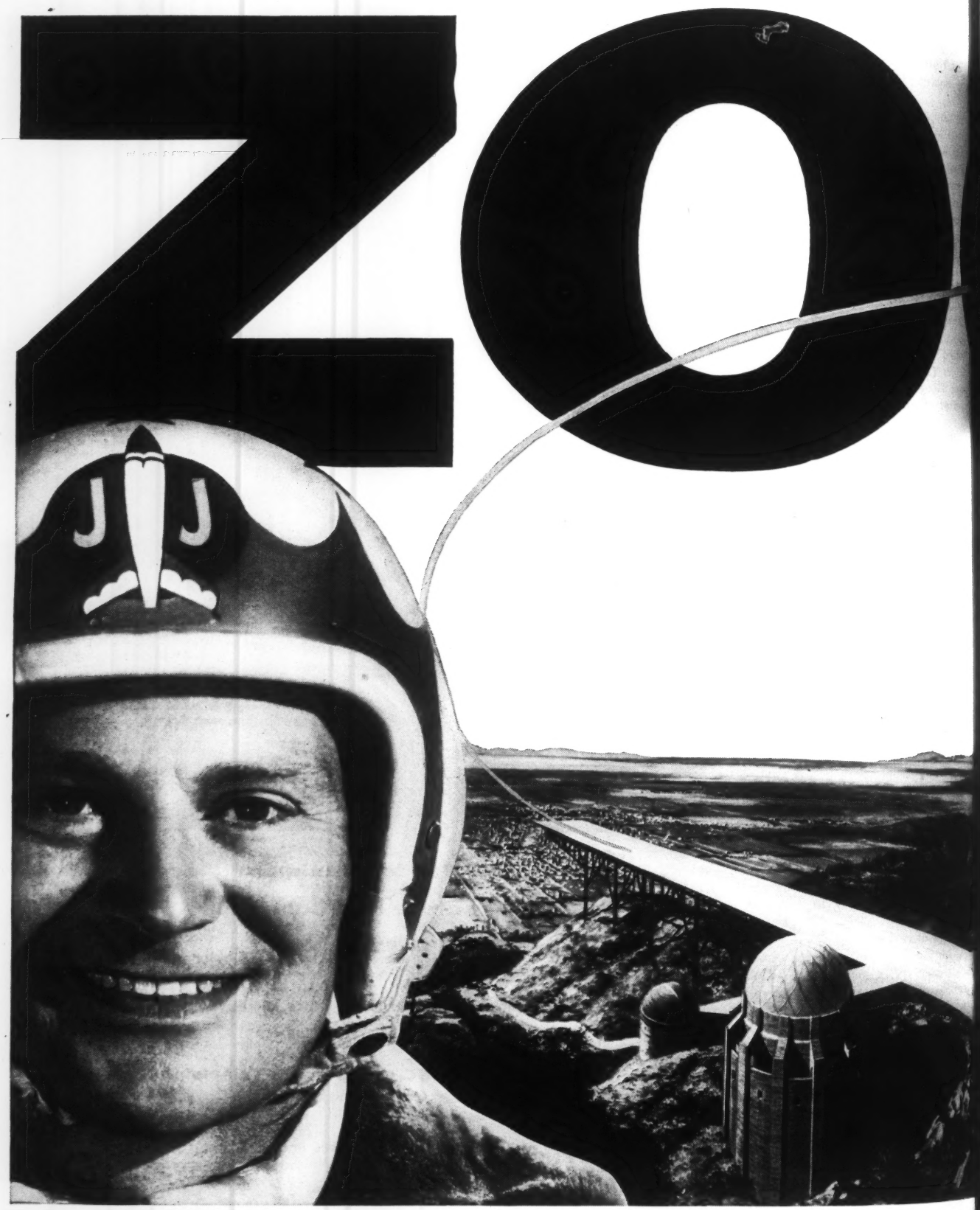
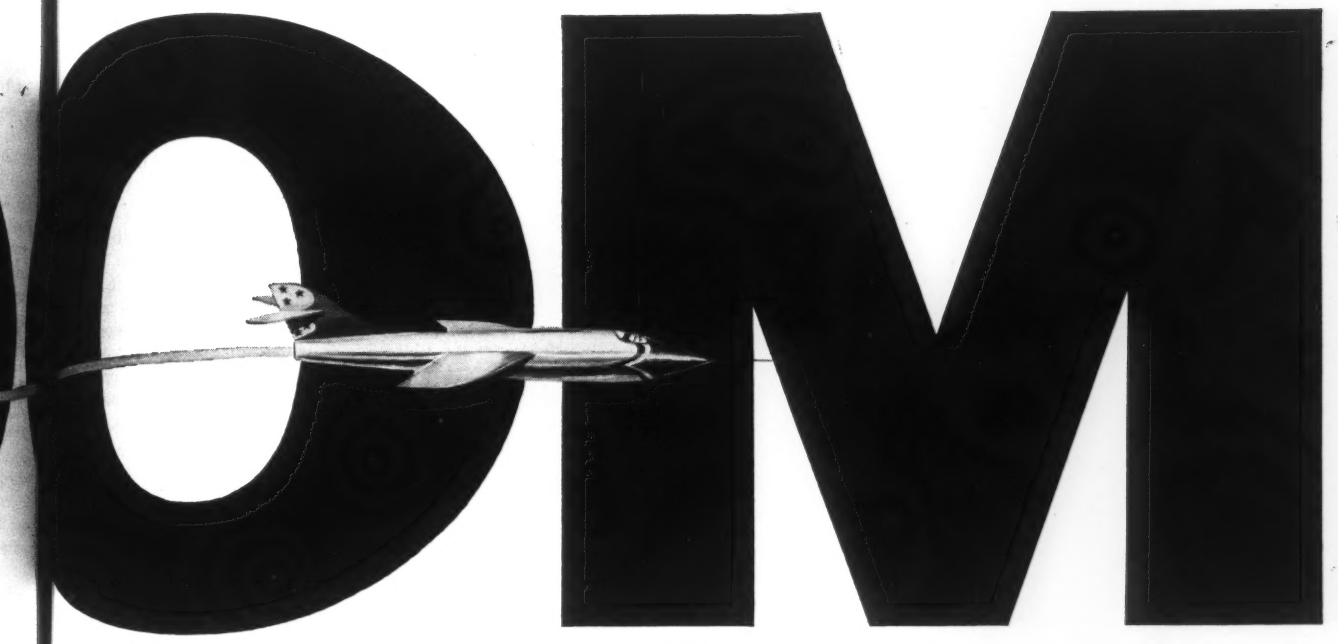


NEW YORK, 233 W. 49th ST., N.Y. C., CI 5-5044 DETROIT, 16603 E. WARREN RD., TU 5-5811 DALLAS, 4745 N. CENTRAL EXPRESSWAY, JU 3150 SALT LAKE CITY,



CAPTAIN MIDNIGHT SERIES...
now available for syndication!

For Jet Action it's—Jet Jackson—Flying Commando! This is the syndicated version of the brand new, all new "Captain Midnight" series now being sponsored on CBS by General Mills and Ovaltine (through Tatham-Laird). A big-time, Hollywood-produced-and-written adventure series packed with action... for viewers *and* for advertisers!

Of all Saturday shows available for syndication, this program is the highest rated* on all networks in the morning—the second highest rated* of any Saturday show *day* or *night!* This is your opportunity to have Captain Midnight (Jet Jackson) on your own station, in your own time period.

Write, phone or wire us collect about availabilities of this great new program... produced at the Hollywood Studios of Columbia Pictures Corp.

*Nielsen Television Index

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N.Y. • CIRCLE 5-5044

The only company providing advertisers with Hollywood and New York custom produced national shows, syndicated programming, and commercials—all on film.

...ON BLDG., PHONE 3-3903 **SAN FRANCISCO,** 995 MARKET ST., DO 2-1060 **ATLANTA,** 3130 MAPLE DRIVE, N. E., EX 6100 **CHICAGO,** 230 N. MICHIGAN, FR 2-3696

of tv receivers to shift to production of all-channel receivers only. This would give uhf considerable impetus.

National advertising is geared to the mass market. This is where vhf is strongest and uhf weakest, either on a station-to-station basis, or on a national basis. Where immediate profitable financial returns can be attained by sale of time based on the present 32 million vhf-only circulation, low uhf set circulation offers little attraction.

NETWORKS

The network economy basically is contingent on the sale of time for stations in the first 50 markets of the nation. Two of the four networks, CBS and NBC, can maintain consistent time clearances in nearly all these markets. A third network, AB-PT [American Broadcasting-Paramount Theatres Inc., parent company of ABC], can clear competitive time on a sizable number of stations in these first 50 markets. The fourth network, DuMont, can clear competitive time on very few of these markets.

Since selling time in the first 50 markets is a condition precedent to a network's financial success, the Commission's allocation plan providing only 35 three- and four-station vhf cities thus set the stage for dominance by two networks. Hard-fought and time-consuming hearings have delayed the FCC in granting licenses to operate stations on the remaining channels assigned to these first 50 markets. This has served to aggravate the situation.

However, there is no reason to conclude at this time that the allocation plan which created an artificial scarcity of vhf stations in the major markets was responsible solely for the present dominance of NBC and CBS as against AB-PT and DuMont. It must be noted that ABC, NBC, and CBS each operated radio networks as background for entering tv network operations. Yet ABC is a very poor third. ABC and NBC had more tv stations than DuMont or CBS at the beginning, yet CBS and NBC now dominate.

NBC and DuMont were manufacturers of tv transmitting and receiving equipment at the beginning of network operations. Yet CBS and NBC now dominate.

The answer is that CBS and NBC did whatever was necessary to get consistent time clearance on vhf stations located in the first 50 markets. ABC and DuMont were left with the alternative of using uhf (where available) or clearing less desirable time on vhf.

Whatever advantage the [FCC's] sixth report and order (including the allocation plan) gave to vhf over uhf, and whatever unfair opportunities for success it may have created for any two of the four networks and their affiliates located in major markets, is now an accomplished fact.

It may be said here that we have to live with the results of the allocation plan that the Commission adopted in 1952. Whatever infirmities or strength it had then are showing up today and to make any significant improvements will be costly indeed. For example, the artificial scarcity of vhf channels in a few major markets could be alleviated by a little relaxation of the Commission's rules. On the other hand, such relaxation would tend to make the plight of uhf stations even worse in those areas given additional vhf assignments, even though such an action could help AB-PT or DuMont's competitive network situation.

Any action to make uhf service areas competitive with vhf would require a wholesale reassignment of vhf channels and entail staggering capital expenditures by vhf permittees and licensees. Deintermixture also would entail staggering capital expenditures for every vhf station located in proposed uhf-only cities and by millions of vhf-only set owners in the proposed deintermixed uhf-only areas.

There is no quick answer to these problems. The preliminary study by your staff makes it apparent a thorough analysis of the economics and coverage of each station and each network is required as a basis for any sound judgment.

While all available data have been analyzed thoroughly, your staff feels that this is a good time to observe the admonition "a little knowledge is a dangerous thing." For this reason the recommendations contained in this report are very limited.

RECOMMENDATIONS

The material studied by your staff in the course of its investigation to date, while helpful, is incomplete. Your staff is in possession of only a modicum of the information needed to formulate any comprehensive program of reform. To attempt to do so on the basis of the information thus far gathered and analyzed would be akin to announcing the results of an election before the ballots are counted.

However, it is possible to make certain interim recommendations:

(1) Information available to date is insufficient to justify bringing networks under regulation by the FCC. There is justification for further study of the proposal.

(2) A means must be found to place uhf on a competitive basis with vhf in all markets. Specifically, uhf must be enabled (by law or regulation) to overcome the artifical economic and technical disadvantages resulting from the FCC's sixth report and order and allocation plan of April 1952 and the natural economics which concentrate network operations in populous centers.

A larger share of the total revenues of the broadcast industry must be channeled to uhf outlets in the smaller markets. Also, it must be remembered that there are vhf station operators in smaller markets facing financial difficulty. It is felt the individual networks could do much on a voluntary basis to support the television economy outside the larger markets by (1) adoption of a more liberal and impartial policy toward affiliation and (2) offering price discount advantages to national advertisers to buy time over all outlets of network rather than selected stations in large markets.

(3) It is recommended that funds which are available to the committee under Senate Resolution 13 be used for the purpose of the FCC gathering technical data requested and which the Commission has advised will necessitate the expenditure of in excess of $25,000.

(4) It is recommended that the committee take such action as may be necessary to obtain from the FCC financial information on the individual networks and tv stations, which information the Commission has advised the committee it cannot furnish except by specific direction.

(5) The proposal to shift all vhf to uhf is impractical. It is not felt that either the public or the television industry would accept a plan to drop vhf. Significant are the more than 30 million vhf-only receiving sets currently in the hands of consumers. There can be little doubt that even with the use of a transition period for the proposed vhf to uhf turnover, millions of set owners would be left with obsolete models which would have to be converted.

(6) The share of total broadcast revenue received by all stations in other than the top-ranking markets is insufficient to support a nationwide competitive television system. In the public interest, a means should be found to channel additional revenue to these smaller markets which serve great land areas of the country.

(7) The proposed removal of the Federal excise tax from all-channel receivers, in order to allow such sets to be competitively priced with vhf-only sets, is an insufficient incentive for the production and the successful marketing of such sets. Conceivably, implementation of such a proposal could be of some benefit to uhf.

(8) Information submitted by the networks shows clearly that the networks have no consistent affiliation policy which they apply uniformly. Nor have they proven any rational basis for past decisions to affiliate or reject affiliation with individual television stations. It is urged that each network adopt a uniform and impartial affiliation policy which will take into consideration the basic objective of the Communications Act to serve all people of the nation.

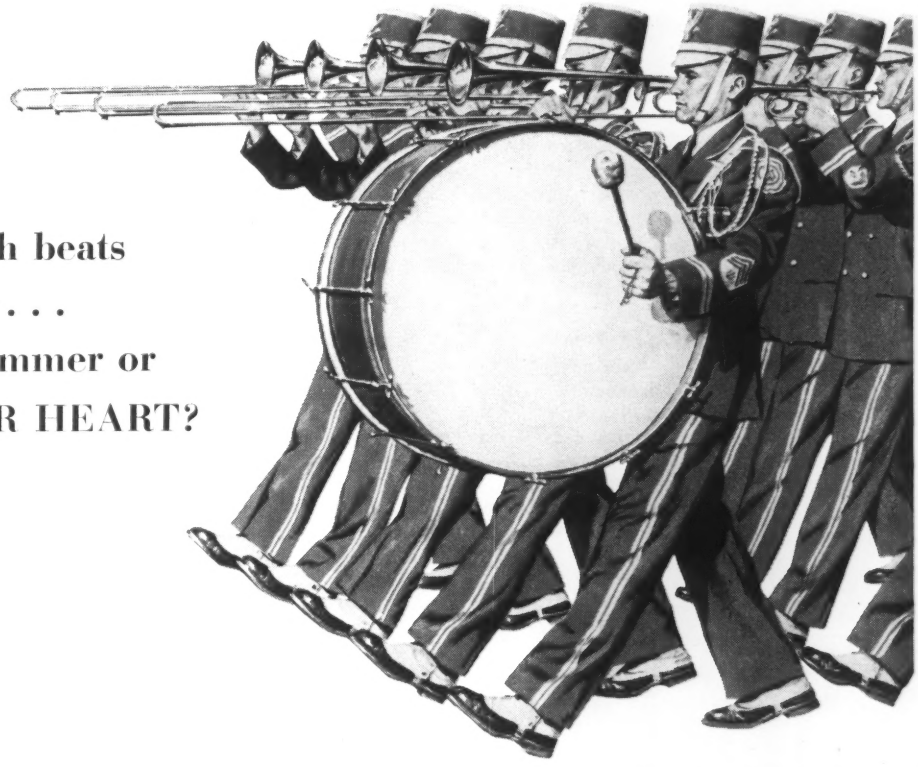
(9) There appears to be an obvious need for the establishment by the FCC of a uniform accounting procedure providing for the submission by networks and individual tv stations of reports embracing greater detail. It is felt the Commission should set up a uniform pattern under which the networks would allocate network and operation expenses for wholly owned stations. Your staff found in its investigation that the Commission had less information in its files than the radio stations it purports to regulate or the networks.

(10) It is recommended that the Commission require each television station licensed by it to file a proof of performance which will show the measured coverage of each such station. Such information was kept for all tv stations prior to adoption of the sixth report and order.

(11) On the basis of information currently available, your staff cannot determine whether networks need to, or should, own broadcasting or television stations to subsidize network operations.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Which beats faster . . . a drummer or YOUR HEART?



When a march . . . such as "The Stars and Stripes Forever". . . is played in standard marching time, the bass drummer beats his drum around 70 times a minute.

Your heart, however, beats even faster . . . about 72 times a minute or more than 4,000 times an hour. Moreover, your heart, unlike the drummer, never gets a chance to rest, save for a fraction of a second between beats. On and on it beats to pump about 240 gallons of blood throughout the body every hour, year in and year out.

Multiply the heart's hourly output of work by the days, months and years that it functions during an average lifetime, and you will realize how wonderfully sturdy and efficient the healthy heart is.

The heart also has remarkable reserves of strength and recuperative powers. Even after it has been seriously impaired, the heart is often capable of continuing its work for years . . . *if care is taken not to overburden it.*

Yet, despite the strength of the heart, diseases of this organ lead all other causes of death. There are many reasons why fatalities from heart disease have mounted. For example, more and more people are living to older ages when hearts naturally lose their ability to carry on.

If you would keep your heart working efficiently throughout life, never wait for symptoms to jolt you into giving it the consideration it deserves. Indeed, if you are approaching middle age, *now* is the time to help your heart by following such safeguards as these:

1. **Have regular, thorough health examinations.** These are important not only for detecting heart trouble early, but also for detecting other diseases that could affect the heart.
2. **Slow down after 40.** Make a determined effort to eliminate hurry, bustle and over-exertion from your daily life. If you want to continue sports, don't overdo them.
3. **Don't overeat.** Mortality from heart disease occurs one and one half times more often among overweight people than among those of normal weight. This is reason enough for keeping your weight down.
4. **Get the rest you need.** Plenty of sleep and relaxation contribute much to both your physical and mental health. When you relax, so does your heart.

Should heart disease occur, it should not necessarily mean the end of useful, rewarding activity. In fact, even a damaged heart, if protected against undue strain, may outlast a much stauncher heart that is abused.

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(A MUTUAL COMPANY)

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HERE'S WHAT YOU G

TV'S BIGGEST STAR-STUDDED

SPECTACULAR

HOLLY

My Sister Eileen

CECIL B. DeMILLE'S new Ten Commandments

JOHN WAYNE in The Conqueror

JANE RUSSELL in Gentlemen Marry Brunettes

LANA TURNER in The Prodigal

CLARK GABLE in Soldier of Fortune

VAN JOHNSON in End of the Affair

Ulysses

SUSAN HAYWARD in Jet Pilot

JOAN CRAWFORD in Female on the Beach

BURT LANCASTER in The Kentuckian

ROBERT MITCHUM in Blood Alley

HUMPHREY BOGART in We're No Angels

HENRY FONDA in Mr. Roberts

AVA GARDNER

DORIS DAY in Love Me or Leave Me

BETTE DAVIS in Sir Walter Raleigh

BETTY GRABLE in Three for the Show

JOSE FERRER in The Shrike

MARILYN MONROE

U GET, MR. ADVERTISER:

THE GREATEST STARS EVER TO APPEAR ON ONE TV SHOW!

THE BIGGEST PUBLICITY CAMPAIGN IN TV HISTORY!

THE HARDEST-HITTING MERCHANDISING PLAN YOU CAN GET TO TIE-IN WITH YOUR PRODUCT!

LYWOOD PREVIEW

Dramatic episodes from 1955-56's biggest Hollywood productions shown on television BEFORE THEIR RELEASE.

and exciting "IN PERSON" STAR INTERVIEWS conducted by famed columnist, HY GARDNER

produced by BRUCE BALABAN

Flamingo Films inc.

"hides" *behind a...*

...*the new* **BK-6A** **RCA** *dynamic miniature microphone*

Here's a miniature mike that does a man-size job... This RCA Dynamic Microphone is small enough to conceal in a man's hand or under his necktie. Ladies can hide it behind a corsage. Or, you can put it behind a table decoration. In any setting, it's an amazing help in keeping the informal atmosphere so many television shows, interviews and public occasions require.

However you use it, you can be sure of correct speech quality. Low-pitched chest sounds, sibilants and high-pitched sounds are all reproduced in proper balance.

Just three inches long, weighing only 5½ ounces and neutral in color, this RCA Miniature is as inconspicuous as modern microphone design can make it. A small and very flexible cable allows free, easy movement by anyone using it. And in spite of its unusual compactness, the BK-6A is a high quality microphone and has very durable construction.

This RCA Miniature Dynamic Microphone can increase *your* staging and production flexibility in many ways. For information on *all* of its advantages... contact your RCA Broadcast Sales Representative, or write Dept. **I-22**, RCA Engineering Products Division. In Canada, write RCA Victor Ltd., Montreal.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

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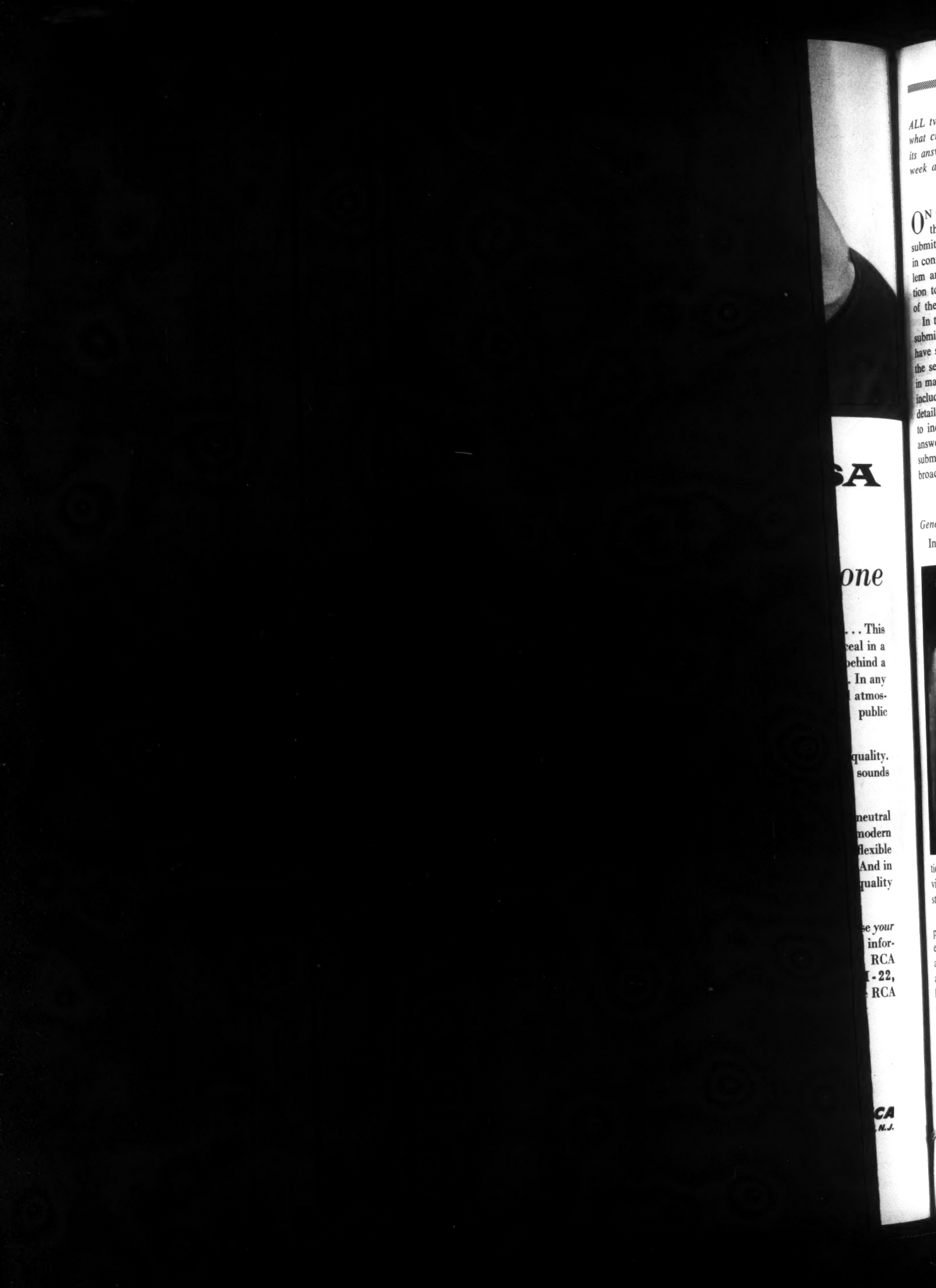


ALL tv networks replied to a question from Counsel Jones asking what criteria they use to pick affiliates. Only CBS would release its answer publicly. It did so in a printed booklet, released last week and reproduced in full below.

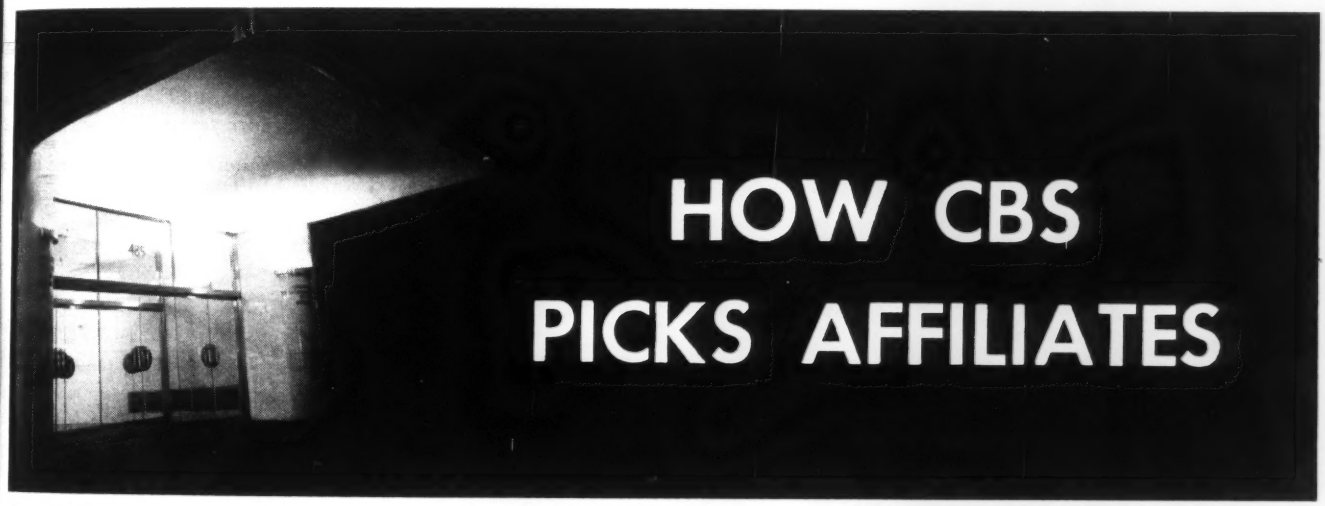
ON Oct. 19, 1954, the Honorable John W. Bricker, Chairman of the Senate Committee on Interstate and Foreign Commerce, submitted to CBS Television, among other networks, a questionnaire in connection with the Committee's inquiry into the "uhf-vhf problem and into the feasibility and practicability of pending legislation to place radio and television networks under the jurisdiction of the Federal Communications Commission."

In the appendix to this booklet is set out the entire questionnaire submitted by the Senate Committee. In the text of this booklet, we have set forth only our reply to Section III of the questionnaire—the section dealing with the criteria which CBS Television follows in making its affiliation determinations. We felt that the questions included in Sections I and II dealt with matters of such specialized detail that the answers would not be of sufficient general interest to include in this booklet. In the following pages, however, the answers to Section III are set out in full and precisely as they were submitted to the Senate Committee, since this section deals with broader policy issues of more general interest.

Columbia Broadcasting System Inc.

General Introduction

In selecting its affiliates, CBS Television is mindful of its obligation to discharge its responsibilities to each of several groups—viewers, potential viewers, the public at large, advertisers and the stockholders of CBS.



HOW CBS PICKS AFFILIATES

Ideally, it strives to select affiliates so that (1) CBS Television programs will be available to the largest possible number of viewers, and (2) the "cost-per-thousand" * of circulation provided by a network of all such affiliates, or of whatever selection from such affiliates may meet the needs of a particular advertiser, will be as low as possible and, in any event will be competitive with other media.**

Superficially, these two objectives may appear to be mutually exclusive. In actual practice, achievement of the second will, in large part, result in achievement of the first.

The reason is simple. CBS Television cannot afford to affiliate with any station unless advertisers will purchase that station for network broadcasts. And, even if a station is affiliated with CBS Television, the viewers of that station cannot enjoy a particular program unless that station is purchased for that program. If a television network increases its economic efficiency in terms of cost-per-thousand, advertisers will be able to purchase, and will purchase, an increasingly larger number of stations for the broadcasting of their network programs, particularly if the cost-per-thousand of the additional stations is reasonable. Thus, as efficiency of the network in terms of cost-per-thousand increases, the number of stations used will be increased and the network's programs will be available to a larger number of viewers.

Increased time sales make it possible for television networks to attain a greater measure of success in discharging their responsibility to the public at large. Income from time sales provides monies to enable the network to create and produce high quality programs of all kinds.

In furtherance of its efforts to achieve both of the objectives set forth above and at the same time to make CBS Television network programs available to stations located in smaller communities, CBS Television has recently adopted an Extended Market Plan. That plan is described in Exhibit A attached hereto.

The basic criterion utilized in most cases by CBS Television in determining whether or not to affiliate with a particular station is: Will affiliation with that station aid CBS Television in its efforts to obtain affiliates which in the aggregate, or in selected groups, will enable CBS Television to furnish advertisers a television network with a cost-per-thousand of circulation which will be competitive with other networks and all other media?

In applying this test all of the criteria discussed below are taken into account to a greater or lesser extent, although any one or more of them may be of insignificant, or only minor, importance in any given case. Because of the many variables involved, application of these criteria cannot be reduced to a mathematical formula.

Our current procedure for determining whether or not to affiliate with a particular station is generally as follows:

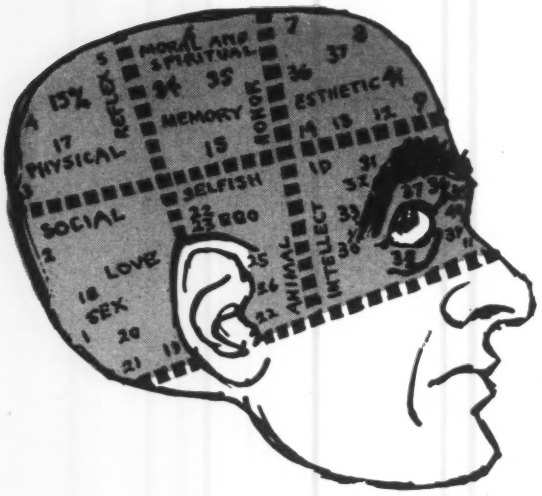
1. A representative of the potential affiliate calls on a member of the Station Relations Department of CBS Television and is invited to furnish the Station Relations Department with engineering, marketing and other pertinent data concerning the station.

2. The information so submitted is transmitted to the Engineering and Research Departments of CBS Television for their comments and recommendations.

3. The Engineering Department reviews the data submitted, to-

* As used in this response, cost-per-thousand is the ratio of cost of station time to potential audience. The cost-per-thousand for a particular program is obtained by dividing (i) the aggregate of the card rates of all of the television stations which broadcast such program by (ii) the net unduplicated number of television homes within the combined service area of all such stations.

** Network television competes for the advertisers' dollar with all other advertising media—radio, magazines, newspapers, billboards, and many other media. Television networks also compete with each other.



WHAT GOES ON IN AN AGENCY MAN'S HEAD?

The roster of calculated research applied by various radio-TV publications to support their individual claims of supremacy has included about everything except phrenological measurement of the bumps on agency executives' heads.

We have no opinions about the validity of this method for probing innermost thoughts — but we *do* know that Ross Federal Research Corporation has just delivered to BROADCASTING-TELECASTING a far more scientific investigation of what goes on in the heads of leading agency people.

You should know!

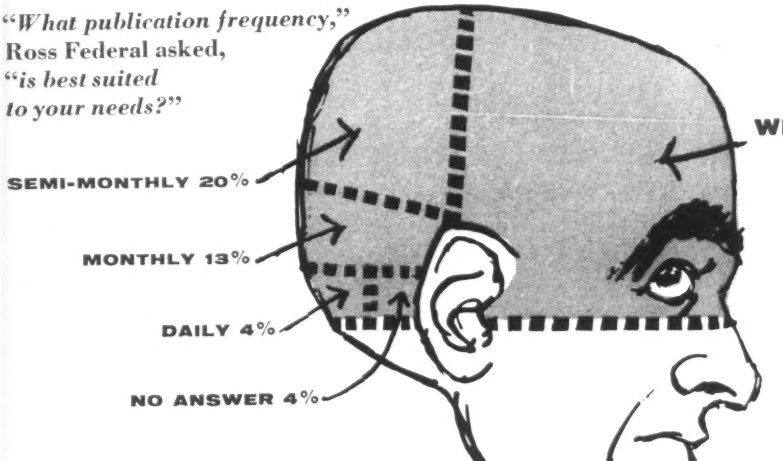
Our interest (like yours) is to find out how — and, more importantly, *WHY* — they react to various radio and television trade periodicals reaching their desks. This is research that goes beyond such vagueness as "which ones do you read? ... which do you read regularly? ... which do you prefer? ... what ones do you take home?" That's all much-trodden ground, so trampled with conflicting footprints that even the most discerning bloodhound would lose his way.

Far more basic is knowing what *type* of service — and *how regularly* — a prime buyer wants the publication of his choice to render. Nobody has done much about looking into *that* (and there is undoubtedly a reason).

So — at BROADCASTING-TELECASTING's commission — Ross Federal undertook a study combining personal interviews with agency executives in the nation's top 32 agencies (with annual radio-TV billings that exceed half-a-billion dollars) — plus a direct mail questionnaire to 1,525 other executives across the country. Among the respondents we count 208 buyers of time who represent agencies spending $5,000,000 or more yearly in these two media.

Here's what goes on in their decision-minded heads:

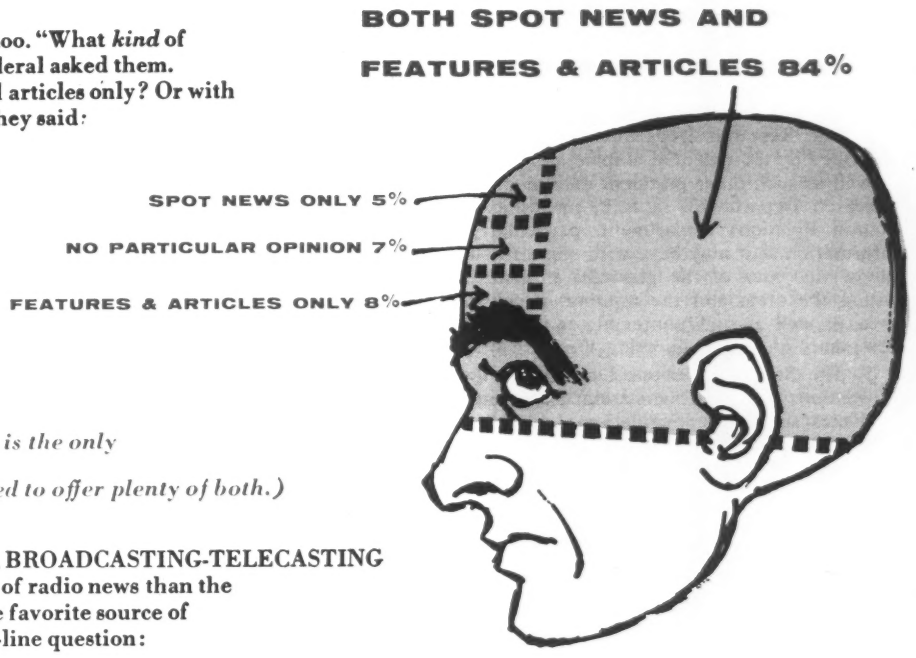
"What publication frequency,"
Ross Federal asked,
"is best suited to your needs?"



(Note:* BROADCASTING-TELECASTING *is the only 100% radio-television weekly.)

BROADCASTING

The next query was a pretty significant one, too. "What *kind* of a trade publication do you prefer?" Ross Federal asked them. "One with spot news only? With features and articles only? Or with *both* spot news and features?" This is what they said:



(Note: BROADCASTING-TELECASTING *is the only radio-TV publication designed to offer plenty of both.)*

When it comes to plain out-&-out preference, BROADCASTING-TELECASTING polled 69% *more* votes as the favorite source of radio news than the next-best publication — and 30% *more* as the favorite source of television news. But here was the real punch-line question:

"To reach you best, which publication would you recommend that a station manager use?"

	Radio stations	Television stations
BROADCASTING-TELECASTING	45%	35%
Publication B	31%	27%
Publication C	3%	10%
Publication D	3%	9%
Publication E	1%	3%
Publication F	0%	2%
Publication G	0%	0%
No answer	21%	21%
Other magazines	6%	5%

You can take it from here! When a man in the advertising business tells you what he thinks is the best way of advertising *to him* — both by *kind* of publication and by actual name — it should be easy to proceed with an unfurrowed brow. There are fewer furrowed brows among radio and television station managers — who advertise more in B•T than in any other radio-TV publication — than among less well-informed radio and television station managers who don't.

Bumps on the head are a sign of character. Lumps in the head aren't. No one will ever be rude enough to accuse you of the latter if you send right away for your copy of our new Ross Federal "*Readership and Preference Study of Radio & Television Trade Publications*". It reveals the facts no wise-headed planner should be without!

TELECASTING

1735 DeSales Street, N. W. Washington 6, D. C.

gether with such other pertinent data as are available to it, and submits its recommendation concerning affiliation to the Station Relations Department, together with its estimate of the area to be served, the number of homes within such area, other services presently (or which later may be) available to the area and the extent to which the service area of the potential affiliate overlaps the service area of present or anticipated affiliates.

4. The Research Department reviews the comments and data furnished by the potential affiliate and the Engineering Department, as well as such other pertinent data as may be available to it. The Research Department, in turn, makes its recommendation to the Station Relations Department, particularly in the light of such information as it may have with respect to viewing data concerning the service area of the potential affiliate, the number of families within the area, and the number of television homes within the area, as well as such comments as it may wish to make upon the comments of the Engineering Department.

5. The Station Relations Department then reviews the recommendations of the Engineering and Research Departments and evaluates such recommendations and determines whether (a) to offer an affiliation agreement to the potential affiliate or (b) to advise the potential affiliate that it would not be feasible for CBS Television to affiliate with it or (c) if acceptance or rejection of the potential affiliate is not clearly indicated from the recommendations of the Engineering Department and Research Department, consults further with representatives of such departments and with such other officials and employees of CBS Television as may seem appropriate.

The procedure outlined above is the "normal" one, although no two cases are treated in exactly the same manner and the procedures followed with respect to any individual case are varied or modified depending upon the circumstances.

Because network television is a relatively new and complicated business, and because after the lifting of the freeze we were besieged by applicants for affiliation, our first decisions on affiliation were made solely on a case to case basis without regard to any definite criteria. The present "normal" procedures and application of various criteria have been evolved over a period of time and are subject to constant review and revision.

With the foregoing qualifications, the answers to Section III of the Committee's Questionnaire are:

1. SIZE OF COMMUNITY

a. *Please indicate whether size of the community in which a prospective television affiliate is located is a factor in awarding television affiliations.*

ANSWER: The size of the community in which a station is located is not ordinarily a factor in determining affiliates. (For the purpose of this question, we are assuming that a television station is "located" in community A if it is licensed as a community A station.)

However, generally speaking, CBS Television wishes to have an affiliate in each of the larger (in terms of population) communities and, other things being substantially equal, if faced with the problem of choosing between two stations serving substantially the same area, but located in different communities, would prefer the station located in the larger community. The reason is that we believe that advertisers would prefer the station located in the larger community because it would be more likely to attract viewers than a comparable station in a smaller community. However, so far as we have been able to determine, we do not have any examples of cases where size of community in which a station is located has played a part in our decision to affiliate with one station in preference to another.

Also, the application of all of the factors which are considered in selecting an affiliate may result in the selection of a station located in a smaller community instead of one located in a larger community. *Example:* station KXJB-TV in Valley City, N. D., was preferred to station WDAY-TV in Fargo, which is larger than Valley City, because it was our belief that KXJB-TV would provide service to a larger number of homes than would WDAY-TV.

Further, the mere size, importance or other characteristics of two communities may result in the granting of a CBS Television affiliation to a station located in each of such communities although, technically, a station located in either could serve both. *Example:* CBS Television has an affiliate in both Washington, D. C., and Baltimore, Md.

b. *If the answer to (a) is "yes," please indicate the smallest community in which a television station affiliate of your network is located.*

ANSWER: Poland Springs, Me., population unknown, estimated to be less than 1,000.

2. SIZE OF SERVICE AREA

a. *Please indicate whether size of service area, in terms of population, of a prospective television affiliate is a factor in awarding television affiliations.*

Note: Except as specifically noted, the reply to this question does not apply to Extended Market Plan affiliations.

ANSWER: The total number of families residing within that portion of any television station's service area which is not otherwise served by a CBS Television affiliate is a primary factor in decisions affecting affiliation, since there is a direct relationship between this factor and CBS Television's objective of reaching the largest possible number of homes at a competitive "cost-per-thousand." In most situations, the television station serving the largest service area is preferred because more television homes will be reached and rates for stations with larger service areas generally reflect a lower cost-per-thousand than do those for stations with smaller service areas.*

However, if network coverage is desired in a market which is located not far from the service area of one or more CBS Television affiliates, it may be advisable to select a station with a smaller service area in order to minimize the effect of duplication of service. For example, in Erie, Pa., we chose to affiliate with station WSEE instead of station WICU. The former has a smaller service area than the latter. However, the excess of the WICU circulation over the WSEE circulation is almost entirely a duplication of CBS Television affiliates in Buffalo and Cleveland. Hence, we affiliated with WSEE.

Size of service area has been, and will be, a determinative as well as a comparative factor in selecting affiliates. Generally, we will not affiliate with a station unless it can provide an unduplicated circulation of at least 40,000 homes. In specific cases the number may be increased or decreased somewhat by the interplay of other factors affecting affiliation.

The reason for refusing to affiliate with stations which cannot produce a minimum of circulation is purely economic. A circulation of approximately 40,000 homes is required to justify a card rate of $150 to $175. We have found that affiliation with a station which cannot justify a card rate of at least $150 will result in a financial loss to CBS Television.

b. *Please indicate what criteria are utilized in ascertaining the boundaries of service areas. Are the Grade A or Grade B contours of the FCC utilized? If not, please indicate in some detail the methods utilized.*

ANSWER: At the present time, the geographical boundary of the service area of a station is based primarily on engineering measurements or computations. CBS Television includes within the service area of each station all of that area to which that station delivers a signal having the minimum required field intensity. The respective minimum field intensity requirements used by CBS Television are based upon the following values:

Channels 2-6	40 dbu (100 uv/m)
Channels 7-13	50 dbu (316 uv/m)
Channels 14-83	64 dbu (1600 uv/m)

The contours of service areas as used by CBS Television do not coincide, for Channels 2-13, with either the A or B contours as de-

* Television rates are not directly proportional to station circulation. If they were, stations in small markets would find it difficult or impossible to obtain sufficient revenue. For that reason, stations with smaller circulation do not have a card rate proportionately less than that of a station with a large circulation. This pattern of increasing cost-per-thousand as circulation decreases is consistent with other media.

fined by the FCC. The reason for this is that, in general, audience data indicate a substantial public acceptance and use of vhf signal values lower than that corresponding to Grade B.

Whenever available, actual measurements of field strength are used. When measured data are not available, CBS Television engineers compute the outer limits of a station's service area. Such computations are made in accordance with methods prescribed by the FCC for computing field intensities.

In the past, considerable reliance was placed on the "Nielsen-CBS Television Reception Study," particularly in areas where all of the stations serving—or which will serve—that area were in operation prior to the time of such study. Because of the large number of stations which have commenced operation since the date of such study (reviewed fall of 1953) and the many changes which have occurred in stations' transmitting facilities, it is now used only as a supplement to the engineering data.

In addition, a certain amount of reliance has been placed upon reports from local television set dealers and servicemen, advertisers, advertising agencies and others as to the public acceptance and effective service area of a television station. These reports and the Nielsen-CBS Study have been valuable in enabling CBS Television Engineering and Research Departments to establish the relationship between field intensity contours and actual viewing.

Further, CBS Television may adjust a station's service area for the purpose of network affiliation by consideration of overlap of present or potential affiliates and the terrain of the area in which the station is located.

As is often the case with respect to application of other criteria, determination of a station's service area is the result of the exercise of judgment based upon practical experience. While the criteria outlined above are useful as guide posts, they cannot be applied rigidly or in a vacuum.

For example, theoretically, and in the absence of other data based on practical experience and observation, the A and B contours determined in accordance with the Commission's standards are useful measures of the service area of a station. So are the Commission's definitions of adjacent and co-channel interference, although the experience of CBS Television indicates that, in many instances, such interference has more theoretical than actual significance. Studies, such as the "Nielsen-CBS Reception Study," underwritten by CBS, and reports from dealers, servicemen, and others have indicated that tests other than delineation of the A and B contours and computation of theoretical interference must be applied. In many instances, mathematics must be tempered with judgment and practical experience.

In determining the usefulness of the service area of a prospective affiliate, one of the most perplexing and difficult problems is the estimation of absolute and relative overlap and the seriousness of such overlap when viewed in the light of other criteria.

The actual amount of present or potential overlap of any station with present or future affiliates of CBS Television is determined in the first instance by the Engineering Department of CBS Television. For this purpose, contours are drawn using the signal intensity value referred to in the first part of this section. The overlap is deemed to exist in those areas which are common to the areas which are delineated by two or more of such contours.

The Research Department of CBS Television determines overlap contours on the basis of the contours furnished to it by the Engineering Department and adjusts such contours in the light of such audience data as may be available to it and, where in its opinion such projection is appropriate, on a projection arrived at by combination of such data with subsequent changes in the number and method of operation of stations in the area under consideration. The principal source of such data is the Neilsen-CBS Reception Study.

The number of homes within the various overlap areas is computed by either the Engineering or Research Departments, using the usual methods for that purpose.

In evaluating the seriousness of overlap in any particular case, various factors are considered. If we are concerned only with the problem of overlap with respect to station A and station B, the principal factors are the extent to which the total service areas, in terms of number of homes, of station A and station B, taken separately, are included within the overlap area; the relative importance of the communities in which station A and station B are located; the relative importance of other communities in the non-overlap service areas of each of the stations; the relative importance of the entire service area of each such stations; and the importance of communities within the overlap area which may be receiving a relatively poor quality signal from either station A or station B. If the overlap involves more than two stations, the same factors must be considered with respect to the respective service areas of each of such stations.

The following are the primary reasons which make it necessary for CBS Television to make its affiliation determination in such a way as to keep to a minimum the amount of serious overlap:

(i) Overlap will decrease the value to advertisers (whether network, national spot or local) of the affiliates which are subjected to overlap and, particularly, in the case of affiliates in important markets, will make it more difficult for CBS Television to obtain affiliation agreements with the better stations in those markets.

(ii) Despite the fact that a prospective affiliate is willing to accept a network card rate based solely on its unduplicated circulation, it seems inevitable and quite natural that such an affiliate, after it has secured for itself any substantial portion of the viewers in the overlap area, will believe itself entitled to be paid, and will request that it be paid, on the basis of actual circulation delivered by it. In such a case, because of the fact that station rates are not directly proportional to circulation, the network's cost-per-thousand will increase. In addition to this factor, costs to the advertiser would also tend to increase, without compensating value to him in terms of increased circulation, since it would be quite unlikely that the first affiliate would consent to a rate decrease proportionate to the new affiliate's increased circulation.

CBS Television does not contend that it now has perfected the best methods for determining the service areas of television stations. It intends to continue to re-examine and re-evaluate its methods in the light of continued experience of itself and others.

c. *What is the smallest service area of any television affiliate of your network?*

ANSWER: The smallest service area, in terms of population, of any CBS Television affiliate is that of KZTV (TV) Reno, Nev. (19,800 homes).

The foregoing comments with respect to minimum size of service area apply in general to Extended Market Plan affiliates, although the number of homes required will be greatly reduced. Whether or not it will be necessary to establish a minimum is not now known. The smallest service area of any Extended Market Plan affiliate now under contract is that of Big Spring, Texas, 9,800 homes.

3. NUMBER OF TELEVISION SETS

a. *Please indicate whether the number of television sets in the service area of the prospective television affiliate is a factor in awarding television affiliations.*

ANSWER: No, except in the case of uhf stations, since ordinarily it is assumed that eventually there will be a television set in most homes in the service area of a prospective affiliate and, where such assumption is made, this factor is of little importance. For the bearing of this question on uhf stations, see the answer to Question 9.

b. *If the answer to (a) is "yes," please indicate the television affiliate of your network with the fewest television sets, giving the number of such sets.*

ANSWER: We do not have this information. However, on the basis of estimates by the Research Department of CBS Television, it would appear that at Dec. 1, 1954, WAIM-TV Anderson, S. C., had only 7,500 television homes in its service area.

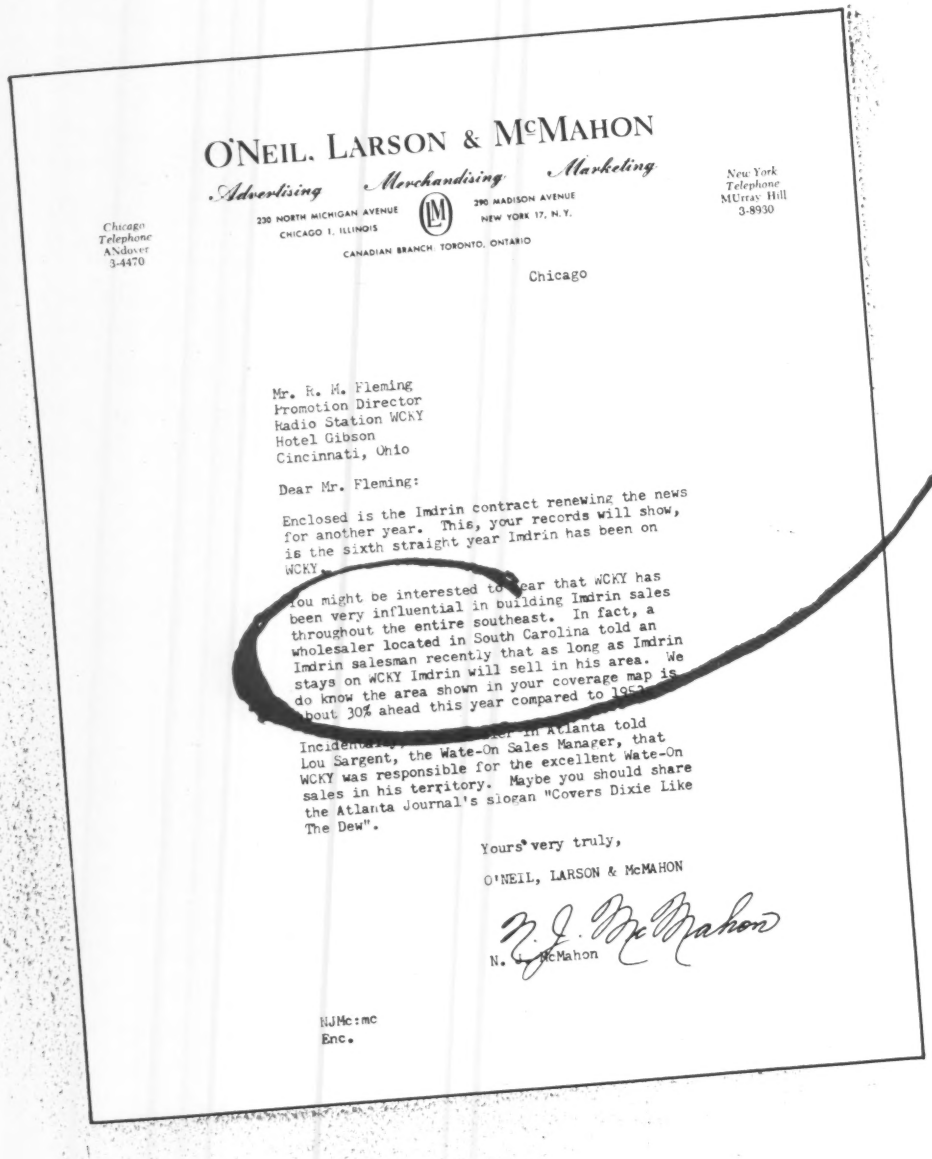
4. PROXIMITY TO OTHER TELEVISION AFFILIATES

a. *Please indicate whether proximity to another television affiliate of your network is a factor in awarding television affiliations.*

ANSWER: Proximity to other affiliates is not in itself a criterion in the selection of affiliates, but because of its relationship to over-

THE LATEST WCKY STORY

FOR THE BEST C
OF THE SOUTH A
COST PER T
USE W



O'NEIL, LARSON & McMAHON

Advertising *Merchandising* *Marketing*

230 NORTH MICHIGAN AVENUE
CHICAGO 1, ILLINOIS
Chicago Telephone ANdover 3-4470

290 MADISON AVENUE
NEW YORK 17, N.Y.
New York Telephone MUrray Hill 3-8930

CANADIAN BRANCH: TORONTO, ONTARIO

Chicago

Mr. R. H. Fleming
Promotion Director
Radio Station WCKY
Hotel Gibson
Cincinnati, Ohio

Dear Mr. Fleming:

Enclosed is the Imdrin contract renewing the news for another year. This, your records will show, is the sixth straight year Imdrin has been on WCKY.

You might be interested to hear that WCKY has been very influential in building Imdrin sales throughout the entire southeast. In fact, a wholesaler located in South Carolina told an Imdrin salesman recently that as long as Imdrin stays on WCKY Imdrin will sell in his area. We do know the area shown in your coverage map is about 30% ahead this year compared to 1953.

Incidentally, [illegible] in Atlanta told Lou Sargent, the Wate-On Sales Manager, that WCKY was responsible for the excellent Wate-On sales in his territory. Maybe you should share the Atlanta Journal's slogan "Covers Dixie Like The Dew".

Yours very truly,

O'NEIL, LARSON & McMAHON

N. J. McMahon

NJMc:mc
Enc.

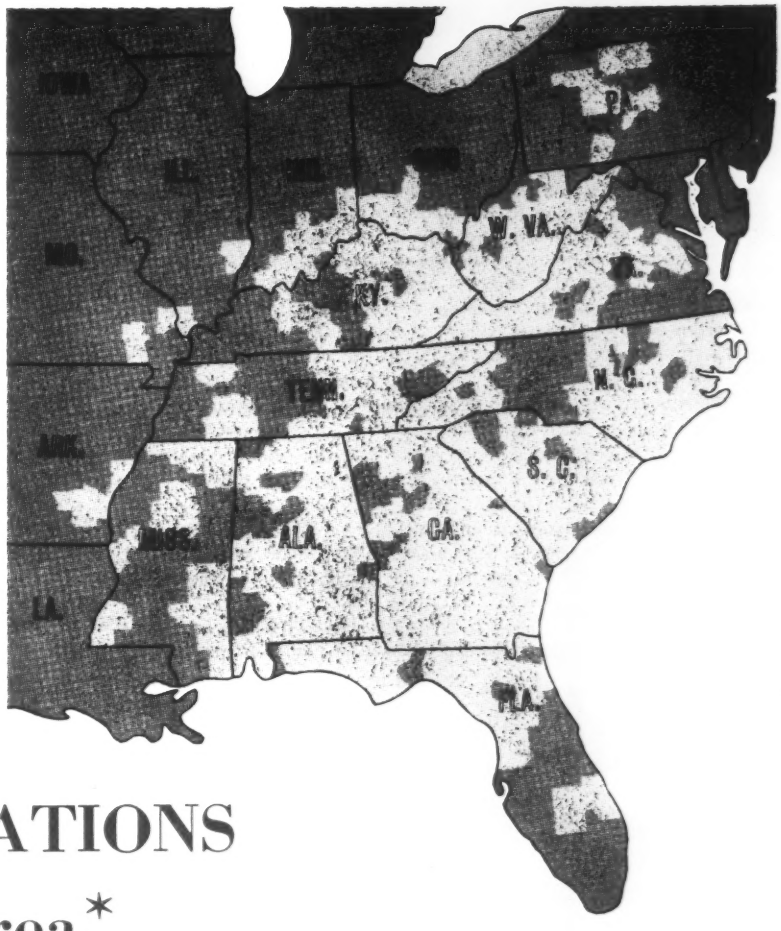
"You might be interested to hear that WCKY has been very influential in building Imdrin sales throughout the entire southeast. In fact, a wholesaler located in South Carolina told an Imdrin salesman recently that as long as Imdrin stays on WCKY Imdrin will sell in his area. We do know the area shown on your coverage map is about 30% ahead this year compared to 1953."

For Availabilities—C

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688

WCKY . . . ON THE AIR EVERYWHERE ● TWENTY FO

COVERAGE AT LOWEST THOUSAND WCKY



—of 50 KW STATIONS Covering This Area*

	Average Nightly Audience	Class A 1-minute Open Announcement
WCKY	**823,530**	**$50.00**
Station A	819,460	75.00
Station B	501,090	65.00
Station C	293,630	70.00
Station D	280,300	50.00
Station E	208,630	50.00
Station F	207,500	25.00
Station G	184,360	30.00

* Nielsen Coverage Service

—Call Collect:

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

lap, please see the answers to Questions 2 and 4(b).

b. *If the answer to (a) is "yes," please indicate (i) the minimum distance permitted (ii) the maximum overlap permitted.*

ANSWER: CBS Television has no fixed rules as to minimum separation distance or maximum overlap. As a result of proximity a station may provide very little unduplicated service and, hence, be unattractive as an affiliate. Factors such as terrain, power with which the station and nearby stations are operating and the propagation characteristics of the different channels all have a bearing on desirable mileage separation between affiliates. So does the importance of the communities served—e.g., Washington and Baltimore. Also taken into account is the ratio of overlap to otherwise unduplicated circulation.

For the reasons outlined above, no minimum or maximum is prescribed for mileage separation or overlap. At the present time

(i) the minimum mileage separation between the transmitters of any two affiliates is 19 miles (WNHC-TV New Haven and WKNB-TV New Britain)* and

(ii) the maximum overlap of total homes is estimated to be 1,442,000 homes (overlap of station WNAC-TV and WJAR-TV). This estimate is based on computation of service areas as described in the response to Question 2.

5. *If the criteria referred to in III-1, III-4, are in any way interdependent, please explain in detail the nature of the interdependence.*

ANSWER: The criteria referred to in Questions 1 through 4 are interdependent, as are all other criteria used in determining questions of affiliation, to a greater or lesser degree depending upon the facts of each individual case. Ordinarily, size of service area, in terms of unduplicated circulation, will be the most important criterion.

6. CARD RATE

a. *Please indicate whether the card rate of the prospective television affiliate is a factor in awarding television affiliations.*

b. *If the answer to (a) is "yes," please indicate the lowest card rate of any television affiliate of your network.*

ANSWER: With two exceptions, the card rate of a prospective affiliate is not a factor in determining whether or not to affiliate with that station.

The first exception is that if the station will not accept an Extended Market Plan affiliation and unduplicated circulation (present and near future) of the station will not justify a card rate of at least $150, CBS Television will not affiliate with that station because to do so would result in excessive out-of-pocket loss.

Also, if a station should demand a card rate in excess of that which CBS Television believes is justified by the unduplicated circulation (present and near future) of that station (and, perhaps, other factors) CBS Television would refuse to affiliate with that station, or might terminate its affiliation with that station and shift to another. In practice, this exception is more theoretical than real, although it has been determinative in a few instances.

7. *Please indicate what effect, if any, is given to the fact that the prospective television affiliate also owns one or more television stations in other communities which are television affiliates of your network.*

ANSWER: The fact that the owner of a prospective television affiliate in area A is also the owner of a present television affiliate in area B (or a radio affiliate in any area) may be of significance in three respects in determining whether to affiliate with such owner in area A:

(i) Where such owner has only just commenced operations in area A, or just purchased the prospective affiliate in area A, the quality of such owner's local station operations in area B will usually be a good indication of the probable quality of such owner's local station operations in area A;

(ii) If the business relationship between CBS Television and such owner in respect of the area B affiliation has been mutually pleasant, there will be a natural desire on the part of CBS Television to continue that relationship in area A; and

(iii) In order to obtain network coverage in, for example, three specific areas in the aggregate, it may be necessary to apply affiliation criteria to prospective and present affiliates in groups, rather than separately, weighing the merits of affiliating with the same owner in all three areas as against the merits of not covering one or more of such areas. In such case, the decision may be to affiliate with the same owner in all three areas on the ground that aggregate network coverage will be improved.

8. *Please indicate what effect, if any, is given to the fact that the prospective television affiliate operates on channels 7-13 rather than on channels 2-6.*

ANSWER: No effect is given to the fact, as such, that a prospective affiliate operates on one of channels 7 through 13 instead of on one of 2 through 6. Such fact does, however, affect size of service area. (See the response to Question 2.)

9. *Please indicate what effect, if any, is given to the fact that the prospective television affiliate operates on a uhf rather than a vhf channel:*

a. *If no vhf television station is allocated to the community in which the uhf station is located.*

b. *If one or more vhf television stations are allocated to that community, but no vhf station is yet in operation in that community.*

c. *If one vhf station is in operation in that community.*

d. *If two vhf stations are in operation in that community.*

e. *If three vhf stations are in operation in that community.*

f. *If four or more vhf stations are in operation in that community.*

g. *In answering (a) through (f), please indicate what effect, if any, is given to the fact that a vhf station may not be allocated to or located in the same community as that in which the uhf station in question is located, but is allocated to or located in a nearby community. If any effect is given to that factor, please show with as much specificity as possible the criteria followed—e.g., distance, power, antenna height, etc.—in determining whether a television affiliation should be granted to the uhf station.*

ANSWER: No effect is given to the fact, as such, that a prospective affiliate operates on a uhf instead of a vhf channel. However, such fact does affect the size of the service area of the station, which is one of the criteria used in determining affiliation.

In determining whether or not to affiliate with a uhf station, if a vhf station is available, CBS Television must, because of competitive considerations, take into account the percentage of sets in the area which are capable of receiving uhf.

Assuming that no vhf station is allocated to the community to which a uhf station is allocated, CBS Television would affiliate with the uhf station if it provided a satisfactory amount of unduplicated circulation (after taking into account the circulation of other present and prospective CBS Television affiliates) and met the other criteria referred to in this response.

CBS Television has affiliated with uhf stations in communities in which a vhf station is in operation—e.g., Erie, Pa., and Milwaukee, Wis.

CBS Television has not affiliated with a uhf station in a community in which more than one vhf station is in operation. Whether or not it will do so will depend on all of the pertinent factors in each case. It should be noted, however, that CBS has contracted to purchase, subject to FCC consent, [uhf] station WOKY-TV Milwaukee. Three vhf channels have been allocated to the Milwaukee area.

10. *Please describe any other criteria which are utilized in the awarding of television affiliations by your network.*

ANSWER: In addition to the several criteria and factors described in the answers to the first nine questions, and which play a part in CBS Television's determination whether or not to affiliate with a particular station, there are a number of other considerations which, in appropriate circumstances, have a bearing on the CBS Television decision.

Where the question which is presented to the CBS Television Division involves a choice among two or more competitors for an

* This situation is completely atypical and arises out of the fact that many stations allocated to the area have not yet commenced operation.

ARB* Survey Shows Top TV Programs in Milwaukee Area

45 out of 49

of these favorite TV programs are on

WTMJ-TV

The Milwaukee Journal Station

What an advertising market!

What a television audience! What an overwhelming preference for one station and its programs!

All of the top 34 programs (listed at right) are on WTMJ-TV.

Note that the average rating for the top 10 programs is more than 50%!

Here is an extraordinary vote of public approval and confidence—evidence of WTMJ-TV market dominance, of program excellence and evidence, too, that viewers in hundreds of thousands of homes in the WTMJ-TV service area have found it a pleasant daily habit to tune in **Channel 4!**

WTMJ-TV

Channel 4

The Milwaukee Journal Television Station

Representatives:

HARRINGTON, RIGHTER & PARSONS, Inc.

New York, Chicago, San Francisco

*American Research Bureau, Washington, D. C. Survey of the Milwaukee Television Audience, made in January, 1955.

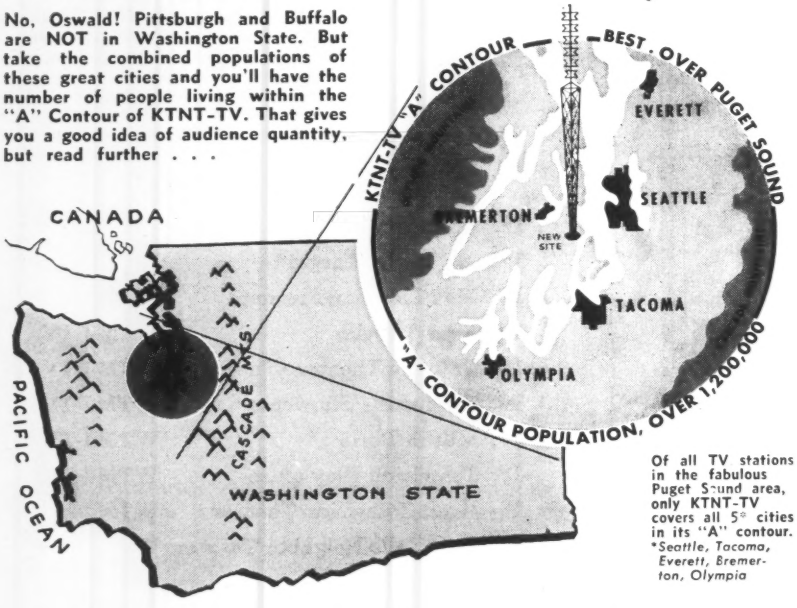
Here are the top 34 programs and their ratings:

1.	Saturday Night Theater	WTMJ-TV	56.2
2.	Dragnet	WTMJ-TV	55.9
3.	You Bet Your Life	WTMJ-TV	52.5
4.	Ford Theater	WTMJ-TV	51.0
5.	Loretta Young Show	WTMJ-TV	50.7
6.	This Is Your Life	WTMJ-TV	48.6
7.	Fireside Theater	WTMJ-TV	48.0
8.	Comedy Hour	WTMJ-TV	47.6
9.	Justice	WTMJ-TV	45.8
10.	Truth or Consequences	WTMJ-TV	45.5
11.	Robt. Montgomery Presents	WTMJ-TV	44.3
12.	My Little Margie	WTMJ-TV	42.0
13.	Max Liebman Presents	WTMJ-TV	41.9
14.	Dear Phoebe	WTMJ-TV	39.7
15.	Triangle Theater (Tuesday)	WTMJ-TV	39.7
16.	Producer's Showcase	WTMJ-TV	39.5
17.	Milton Berle	WTMJ-TV	38.9
18.	Television Playhouse	WTMJ-TV	38.8
19.	Kraft Television Theater	WTMJ-TV	38.4
20.	Pate Hello Neighbor Theater	WTMJ-TV	37.7
21.	Circle Theater	WTMJ-TV	37.1
22.	Mickey Rooney	WTMJ-TV	37.1
23.	Kit Carson	WTMJ-TV	36.9
24.	Mr. Peepers	WTMJ-TV	36.0
25.	Cisco Kid	WTMJ-TV	36.0
26.	Liberace	WTMJ-TV	35.7
27.	Playhouse of Stars	WTMJ-TV	34.5
28.	Triangle Theater (Thursday)	WTMJ-TV	34.2
29.	Big Story	WTMJ-TV	33.5
30.	Cavalcade of Sports	WTMJ-TV	31.0
31.	Lone Ranger	WTMJ-TV	30.9
32.	Show Wagon	WTMJ-TV	30.9
33.	People Are Funny	WTMJ-TV	29.9
34.	Lone Wolf	WTMJ-TV	29.4

CRAZY, MIXED-UP GEOGRAPHY!

PITTSBURGH and BUFFALO in WASHINGTON STATE?

No, Oswald! Pittsburgh and Buffalo are NOT in Washington State. But take the combined populations of these great cities and you'll have the number of people living within the "A" Contour of KTNT-TV. That gives you a good idea of audience quantity, but read further . . .



Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all 5* cities in its "A" contour.
*Seattle, Tacoma, Everett, Bremerton, Olympia

More than half the population of Washington State is concentrated in the western portion bordering on Puget Sound. And most of these people are found within the limits of KTNT-TV's "A" contour illustrated above. This area also accounts for more than half of the state's spendable income and retail sales.

KTNT-TV's INFLUENCE AREA includes the entire area west of the Cascade mountain range, from Canada on the north to Oregon on the south. Incomes in this area exceed the national average.

Sell this prosperous, growing market with KTNT-TV
. . . BEST OVER PUGET SOUND.

KTNT TV
CHANNEL ELEVEN
CBS

316,000 WATTS

Antenna Height
1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

ASK WEED TELEVISION
KTNT-TV, TACOMA 5, WASHINGTON

"The Word Gets Around... Buy Puget Sound"

affiliation in the same market, the nature of each station plays an important part. In such a case, the stature and operating record of each station will have an important bearing and such factors as its physical facilities, its community activities and community relationships, the aggressiveness of its operation and its over-all popularity are considered. Similarly, the aggressiveness of its national representation may play a part. So, too, all other things being equal between or among the competing stations, CBS Television generally prefers a television affiliate which is newspaper-owned because of the effect of such ownership on the role of the station in the community.

A second additional factor has from time to time, although certainly not invariably, played an important part in the affiliation decision: this is the factor of existing relationships between CBS and the owners of the television station in the radio broadcasting field. Thus, all other things being reasonably equal, where the question is otherwise a close one, CBS Television has affiliated with a television station with whose owners CBS Radio has had an historical and pleasant relationship. This factor, it may be noted, depends on the particular circumstances involved and has not always been decisive. Particularly where the market is one which does not otherwise justify affiliation or where the radio affiliate has been long delayed in obtaining a television station, or where the radio affiliate has not obtained facilities reasonably equivalent to other television stations in the market, CBS Television has found it economically necessary to affiliate with non-radio-affiliated television stations in preference to one which has had a radio affiliation.

A third and related factor which may play a part in the choice of a television affiliate is its previous history in radio broadcasting, even though it has not been a CBS Radio affiliate. Again, all other things being equal, CBS Television will choose a television affiliate with experience, and successful history, in the broadcasting field over one without such experience and history. Further, in the event that the licensee of a television station is also the licensee of a radio station with which CBS Radio wishes to affiliate, that fact will be considered.

A fourth factor which plays a part in choosing among competitors for a television affiliation is the structure and organization of the television station. CBS has found that as a general rule a station whose ownership and management are integrated will be a more successful station than one whose ownership and management are not integrated, and hence will prefer the former type of station to the latter.

A fifth factor which tended to play a larger role in affiliation determinations in the earlier days than it does now was simply what was available as the result of the historical progression of assignments. During or immediately following the freeze, the

our thanks to our customers, the TV Industry and Billboard for our clean sweep of "FIRSTS" in Billboard's 3rd Annual TV Film Industry Poll

LABORATORIES

THE BILLBOARD
FEBRUARY 12, 1955

Consolidated Tops In Quality, Speed, Economy

Consolidated Film Laboratories this year emphatically showed its heels to other film processing firms in the voting when it won all three top prizes—for highest quality service, fastest, and most economical—in the Billboard's Third Annual Film Service Awards. In last year's competition, Consolidated won first place for the quality of its work.

DIVISION OF REPUBLIC PICTURES CORP.

CONSOLIDATED FILM INDUSTRIES
959 Seward Street, Hollywood 38, California
1740 Broadway, New York 19, New York

pattern of operating stations obviously did not always follow the scale of the desirability of the market. As the result, affiliations in major markets were not available to CBS Television and it was faced with a necessity of affiliating in less important markets which provided some service in an important area. This criterion, if such it can be called, was only the necessity of providing the best service which was available.

A sixth factor which is applicable in appropriate circumstances in influencing a choice among applicants for an affiliation is that arising from antenna installations. Thus, there are situations in a community or an area where for example over a period of years there have only been one or two stations and the home antennas have been installed solely to receive those existing stations. If this occurs, there may be difficulty in receiving a new station in the same community, since it will be necessary for the antennas to be converted. In such circumstances, CBS Television would, if all other things were equal, prefer the station for the reception of which no such problems or expenditures by the home owner are necessary.

A seventh factor which in fact has been decisive in only one affiliation decision thus far is the station's pattern of cooperation in broadcasting network programs. Where, over a substantial period of time, CBS Television's experience with a station establishes clearly that the station is not providing clearances for network programs during network option time and is refusing such clearances in favor of local or national spot commercial programs which are clearly of no special public service nature, CBS Television has on one occasion switched its affiliation from such a station at the expiration of the affiliation contract. A related situation is that where station A considers itself primarily interested in carrying the programs of another network and is unable to do justice to the programs of the other network and those of CBS Television. In such a case if station B were available, could serve the area adequately, and indicated its intention of looking to CBS Television as its primary network, CBS Television would affiliate with station B.

An eighth factor, applicable not to a choice among television stations, but to the question whether to affiliate at all in a given area, is the economic status of the area which the television station serves. This factor, which is supplementary to the factors described in Questions 1 to 4, is likely to be determinative where there is a close question as to whether the population in the service area and the cost-per-thousand warrant affiliation. For example, if the area presents a borderline case in terms of homes, such factors as retail sales, rate of growth and family purchasing power are taken into account in the affiliation decision.

Finally, in addition to all the foregoing more or less objective and tangible factors, it must be realized that intangible and psychological factors may and do play a role in affiliation decisions. These psychological factors include the general personal impression which the owners and managers of a proposed affiliate make on CBS officers and personnel who make the decision; expressions of Congressional interest; and public community reactions. Even if it were desirable to do so, it is impossible to exclude such intangible factors which play an indeterminate, but nevertheless apparent role in affiliation problems just as they do in the decisions of all businesses. It is difficult to isolate and identify the precise role which psychological factors of this nature play, but they unquestionably do play a role in the difficult and delicate task of determining whether to affiliate in a particular community and with whom.

EXHIBIT A

To Reply of Columbia Broadcasting System, Inc.

Section III,

Questionnaire for Tv Networks

The Extended Market Plan of CBS Television is designed to extend network television to small market stations and thus to bring to people living in small communities CBS Television Network programs which, because of the economics of the industry, were not hitherto available to them.

As stated by J. L. Van Volkenburg, President of CBS Television, in announcing the Extended Market Plan, "Since the lifting of the FCC freeze on television station grants, network television has been faced by a two-horned dilemma. In order to break even financially on affiliations in the smaller markets, a minimum gross hourly rate at night of $150 had to be established. But this was no guarantee of advertiser acceptance, for CBS Television found that if the market did not produce enough television homes circulation to justify even a $150 rate, the station was an affiliate in name only."

CBS Television believes that the Extended Market Plan which was put into effect after a year of careful study and planning is the answer to the dilemma. The minimum rate concept for small market stations was abandoned. Instead, under the Extended Market Plan, CBS Television will affiliate with even the smallest market stations as long as the station rate is consistent with the actual circulation delivered.

Since, however, this will involve many cases where the network's share of the payment from the advertiser will be far less than the costs to the network of servicing such a plan, the Extended Market Plan provides two alternatives to those stations that do not create serious overlap with existing CBS Television affiliates:

1) The station has its choice either of taking the CBS Television Network programs on a recorded basis of $5 per program, or . . .

2) To take these programs "live" and pay the cable, local connection and transmission charges.

In order to encourage advertisers' use of small-market stations, CBS Television has established a special sales unit whose sole purpose is to sell these stations to advertisers. In addition, CBS Television offers a special discount to advertisers who use all the stations joining the Extended Market Plan.

ADVERTISERS & AGENCIES

(A&A continues from page 32)

tion rose 80.6% and one-time black-and-white page rate 95.3%.

George Oliva, director of advertising for National Biscuit Co. and chairman of the ANA Magazine Steering Committee, said the report was compiled "in an effort to provide members with specific and objective answers" to such questions as: "(1) to what extent have magazine circulations kept pace with rates? (2) what has been happening to the relationship between newsstand sales and subscriptions? (3) to what extent have the newsstand prices of magazines been increased as compared with the cost of advertising in those magazines? and (4) what has been the corresponding trend in the percentage of subscriptions sold at less than basic price?"

Basic data for the report, titled "Average Circulation and Rate Trends of Leading Magazines," were taken from the committee's earlier study covering 1937-1952 and a supplement for 1953. These reports contain individual circulation and rate data on each of the 57 consumer and farm magazines which are audited by the Audit Bureau of Circulation and which in 1951 had at least 200,000 average net paid circulation and $1 million advertising revenue. Of the 57 in the original report, three which were started after 1946 were omitted from the study "in order to provide strict comparability for each of the years covered."

The following table extracts some of the totals shown for the 54 magazines for the 1946-1953 period:

Year	Net Paid Average Circulation	Subscription Circulation as % of Total	1-Time B&W Page Rate	Cost Per Thousand Circulation
1946	83,582,610	52.5	$201,775	$2.41
1950	96,476,684	61.1	264,333	2.74
1953	103,943,960	63.7	316,619	3.05

The report also covers newsstand circulation as per cent of total, subscriptions sold during the period, percentage of subscriptions sold at less than basic price, and single copy prices.

In addition to the overall totals, the report shows comparable figures for each of 10 groups (general weeklies and bi-weeklies, business and news, general monthlies, etc.).

Aside from Chairman Oliva, the Magazine Steering Committee is composed of R. L. Condit, Procter & Gamble; B. R. Donaldson, Ford Motor Co.; William Ewen, Borden Co.; Eugene Gaughn, AT&T; E. L. Grauel, Eastman Kodak; Morgan Greenwood, Philco Corp.; M. F. Healy Jr., Personal Products Corp.; George Morrison, International Silver Co.; Frank Pamentel, Schenley Industries; George A. Percy, Kendall Co.; L. A. Roden, W. A. Taylor Co.; H. M. Stevens, Campbell Soup Co.; Don Stewart, Texas Co.; R. K. Van Nostrand, Bristol-Myers Co., and K. L. Walters, General Electric Co.

The report is available from ANA, 285 Madison Ave., New York 17, for $2.

Parnas Heads DDB Media

HARRY PARNAS, who has been media director of Cecil & Presbrey, New York, for many years, joins Doyle Dane Bernbach Inc., New York, as media director.

The print and timebuying departments of the agency will be merged into a single department under Mr. Parnas' direction. Marion Hurley will continue as print director.

Eight-Year Jail Sentence Given 'Blue Rose' Promoter

THE "Blue Rose Man," whose radio and newspaper-acquired customers came back in swarms to get their money back, has been assigned to a federal prison for the next eight years.

John T. Southwell was found guilty last week in St. Louis federal court on 16 counts of using the mails to defraud. He was fined $1,600 plus the jail sentence. Mr. Southwell, 37, of the Pittsburgh area, was given a month to get his family affairs in order before starting to serve the jail term.

Federal Judge Roy W. Harper, in St. Louis, found Mr. Southwell guilty of operating a "get-rich-quick" scheme.

Mr. Southwell was charged with selling a Texas field plant under the name "Blue Rose," and with describing it in radio and newspaper advertising as a year-round flora that would make a paradise of most any yard. The defense contended he was using business "puffery" but Judge Harper commented, "I don't believe that anyone could listen to the broadcasts and read the advertisements and believe that the defendant was only 'puffing' his product."

In addition the defense said he had refunded $27,224 to dissatisfied customers. Judge Harper said the purchaser is entitled to receive what he has been led to believe he will get.

Federal agents testified that after his arrest the defendant had said his operation, titled Garden Guild of America, "was a one-man operation without laboratory facilities, scientists or rose experts." This was contrary to claims made in the advertising. Mr. Southwell said he quit Harvard in 1938 during his senior year. Government agents said he grossed over $700,000 in an 18-month period during 1952-53 through extensive radio and newspaper advertising.

Pulse Shows Radio Reaches 91% of New York Families

RADIO is out front in the New York area, reaching 91.4% or about nine out of every 10 families, according to Pulse, radio-tv audience measurement firm.

Pulse issued a few findings last week culled from its latest (December) cumulative audience measurement of 12 counties in the New York area.

Among other things, Pulse found that on an average day, radio reaches into the homes of 68.3% of the people living in the area, and representing a daily radio audience of 2,651,200 families. Weekly audiences, Pulse said, total more than two million families for five New York radio stations and over the three million mark for one of the area's network stations. Each of the stations, Pulse found, is listened to daily by more than a million families apiece.

In nighttime hours, the Pulse survey recorded that each of these five stations are listened to by more than a million families; two of the stations reaching a nighttime audience of nearly two million families per week.

Kobak Addresses Adwomen

A COMPARISON between the "countless millions of dollars" spent on developing new products and the "pennies" spent on advertising research to help sell the products was drawn last week by Edgar Kobak, Advertising Research Foundation president, before a dinner meeting of the Women's Advertising Club of Chicago. Mr. Kobak spoke out for more research and a wider application of research findings.

FLINT HOMEMAKERS ARE SOLD ON

"Guest Time" WITH Bill Green

And WFDF's Bill Green knows how to sell Flint homemakers. His easy-going manner with the studio audience . . . his winning ways with the folks at home . . . make Bill the perfect host on the show programmed especially for Flint women. With studio guest experts, and on-the-air phone calls, Bill talks about Family, Fashions, Foods, Friends and Neighbors, Home and Garden. And when Bill talks . . . Bill sells. He'll sell you, too, when you hear the disc the Katz Agency has. Program and Spot Participations, Monday through Friday, 3 to 4 PM.

SMART ADVERTISERS ARE SOLD ON

Flint! Now Michigan's Second Market

The big, prosperous Flint market is now second only to Detroit in Michigan. 60,000 new residents since the 1950 census make the county population total a record 330,000. Employment is setting new records, too. The Flint area total labor force is now 142,000 strong . . . and set to do some forceful spending with payrolls at an all time high. That makes right now the time to sell Flint . . . and WFDF can do it for you.

Represented Nationally by the Katz Agency

WFDF

FLINT, MICHIGAN • 910 KILOCYCLES

NBC AFFILIATE Associated with: WFBM, AM & TV Indianapolis—WOOD, AM & TV Grand Rapids—WEOA Evansville

Advertising Means More For Less—BBDO's Duffy

ADVERTISING today is selling more goods at less cost, Bernard C. Duffy, president of BBDO, New York, said in an address Tuesday before the St. Paul (Minn.) Advertising Club.

"The percentage of advertising to total income has decreased from 4% in 1920 to about 2.4% today," Mr. Duffy said. "Some advertising men worry. Frankly, I like to see this trend. Remember, while the percentage of advertising to national income decreased, the total national income has increased from $69 billion to about $200 billion. But, and this is significant, the total advertising volume has increased from $2.6 billion in 1920 to about $8 billion in 1953."

"I'll take the smaller percentage of the larger figure any time," Mr. Duffy said.

Mr. Duffy said he was pleased to be in a business that could sell merchandise at less cost. That, he said, is the function of advertising, noting also that the growth of advertising as well as business today, stems from research. Research is the backbone of all good advertising, he asserted.

Joachim Joins B-B-T

WILLIAM JOACHIM, industrial designer, who for the past 22 years has headed the Display Guild and The Formed Products Co., New York, has been appointed a vice president of Biow-Beirn-Toigo, New York, effective immediately. He will concentrate on design engineering, as applied to marketing and merchandising as part of the new Biow-Beirn-Toigo program.

Record 1955 Billings Seen

RECORD HIGH billings for 1955 are foreseen by over half of the 21 members of the Continental Advertising Agency Network in 17 U. S. cities, according to a survey taken during its recent convention in Chicago. Nearly 70% of the members also predicted an overall business increase in their respective areas over 1954. Host at the convention was Fensholt Adv. Agency Inc., Chicago.

Direct Mail Adv. on Rise

DIRECT MAIL Advertising Assn., New York, announced last week that the estimated dollar volume of direct mail advertising used by American business during 1954 was $1,374,882,915. This is a 9.43% increase over the 1953 figure of $1,256,393,834. In 1950, the figure was $918,660,480; in 1951, $1,056,296,826, and in 1952, $1,171,088,984.

NETWORK NEW BUSINESS

Campana Sales Co. (cosmetics, reducing candy), Batavia, Ill., to sponsor Thursday segment of *Rosemary Clooney Sings* on CBS Radio (Tues., Thurs., 9-9:15 p.m. EST) effective March 3. Agency: H. W. Kastor & Sons, Chicago.

NETWORK RENEWALS

Metropolitan Life Insurance Co., N. Y., renews *Allan Jackson and the News* on CBS Radio (Mon.-Fri., 6-6:15 p.m. EST) through 1955. Agency: Young & Rubicam, N. Y.

AGENCY APPOINTMENTS

T. T. Keane Co., Washington, appoints Courtland D. Ferguson Inc., same city, for Mrs. Keane's Beefsteaks effective March 1. Radio-tv will be used. Campaign starting March 1 planned in Washington, Baltimore, Richmond, and Norfolk, Va., with other markets to be added later.

Harmless Sleepwell Products Inc., N. Y., appoints Friend, Krieger & Radar Inc., same city, for Sleepwell capsules. Radio-tv will be used.

Omar Inc. (bakery products), Omaha, Neb., appoints Bozell & Jacobs, same city, with Julian K. Billings as account executive effective March 1. Radio-tv will be used.

Larrowe Feed Div., General Mills, Minneapolis, appoints Klau-Van Pieterson-Dunlap Inc., Milwaukee. Radio used in past.

Red Coach Grills, located in Mass., Conn., Fla. and N. Y., names BBDO, N. Y., effective March 1.

Foramino Inc. (cellulose sponge products), Buffalo, N. Y., appoints Comstock & Co., same city.

Apsco Products Inc., subsidiary, Free Sewing Machine Co., L. A., appoints J. P. Shelley & Assoc., same city, for New Home Waste Disposal.

Ferber Corp., Englewood, N. J., names Emil Mogul, N. Y., for its Vu-Riter pens.

Johnson & Johnson (filter products div.), Chicago, appoints Wesley Aves & Assoc., same city, for dairy advertising.

AGENCY SHORTS

Srago Adv., Oklahoma City, elected to Adv. Agency Assn. of Oklahoma City and not American Assn. of Adv. Agencies as reported in B•T Jan. 31.

Feinberg & Glass Adv., Phila., has moved to new and enlarged quarters at 211 S. 17th St.

Wesley Aves & Assoc., Grand Rapids, Mich., has established Chicago office at 333 N. Michigan Ave. Kenneth C. Ring heads office as vice president.

Allstate Adv. Agency, Houston, Tex., has moved to 3607 Yoakum St.

E. Taylor Wertheim Adv., N. Y., has moved to 347 Madison Ave.; telephone: Murray Hill 4-7545. **Henderson Adv. Agency,** Greenville, S. C., moves to expanded quarters, 5th floor, Insurance Bldg.

A&A PEOPLE

David R. Fenwick, account executive, Calkins & Holden, L. A., appointed vice president, account executive and executive planning board member, Elwood J. Robinson & Co., same city.

Joseph M. Greely, account supervisor and vice president, Leo Burnett Co., Chicago, promoted to newly-created post, vice president in charge of marketing.

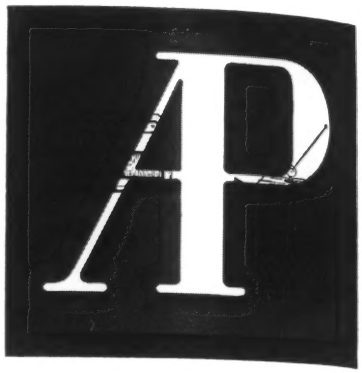
William D. Thompson, account executive, Young & Rubicam, N. Y., named vice president and account supervisor.

John A. Garber, formerly vice president, Macy's, Kansas City, returns to Al Paul Lefton Co., N. Y., as vice president.

Kenneth M. Hill, vice president, Aubrey, Finlay, Marley & Hodgson Inc., Chicago, elected to board of directors.

Robert J. Wallace, Biow-Beirn-Toigo, N. Y., to Benton & Bowles, same city, as account executive; **Ben A. Pollet,** Compton Agency, N. Y., to Benton & Bowles.

Blaine Faber, *Coronet* magazine, N. Y., to Mc-



Station Sells Double-Barreled Idea

AP News Gets 'em Coming and Going

In Montgomery, Ala., an oil company wanted to reach both men and women, urban and rural, and it wanted to be identified with a single type of program.

Frank Dudley, WAPX account executive, solved it this way:

For the ladies, the sponsor was offered an AP 5-minute summary prepared and edited especially for women. This went on the air at 10:55 a.m.

For the men, the sponsor bought a 5 p.m. AP news broadcast -- the peak traffic load of the day, when men driving home from work could get the full impact of a motor oil sales presentation.

Sponsor is delighted with the double-barreled idea. Dudley feels the company's high regard for AP eased the sale.

Says WAPX's President, Thomas E. Martin: **"Good news coverage, world-wide and regional, plus splendid cooperation, make AP a must with WAPX."**

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Four men still missing . . .

I'll stick with it."

Case History No. 5

Thunder crashed and the rain beat down. Walter B. Grubbs, newsman for Radio Station KVMC, Colorado City, Texas, was barely asleep when a siren wailed.

Grubbs reached for the phone. The operator told him: "Fire in the Colorado Hotel!"

Minutes later — at midnight — Grubbs was on the scene. Lightning had set the building on fire. The roof was a mass of flame. Firemen were removing the guests. Wind-driven hail pelted the rescuers. Some hotel guests still were unaccounted for.

Grubbs telephoned The AP in Dallas.

Then, with firemen, he began a methodical check of the registration list to identify survivors. They tracked some to other hotels and motels. A few were bedded down in the courthouse. One was in the hospital. Name by name, Grubbs and the firemen wearily checked them off.

At 3 a.m., Grubbs telephoned The AP:

"*Four men still missing*," he said. "*I'll stick with it.*"

By 6 a.m., rescuers located the charred body of one.

Again, a phone call to AP.

At 10:30 a.m., a second body was recovered.

Another phone call to AP.

Shortly before 3 p.m., the remaining two bodies were found in the soggy, smoking ruins.

Still another phone call to AP.

By sticking with the story throughout the night and day, Grubbs had given every AP member across the country a clean beat.

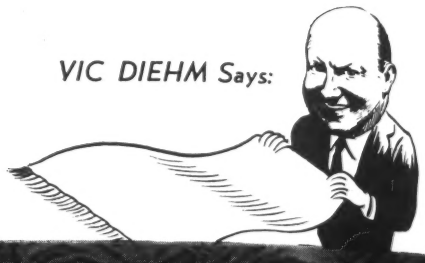
It was a typical AP sweep — from beginning to end.

Walter B. Grubbs is one of many thousands who help make The AP better...and better known.

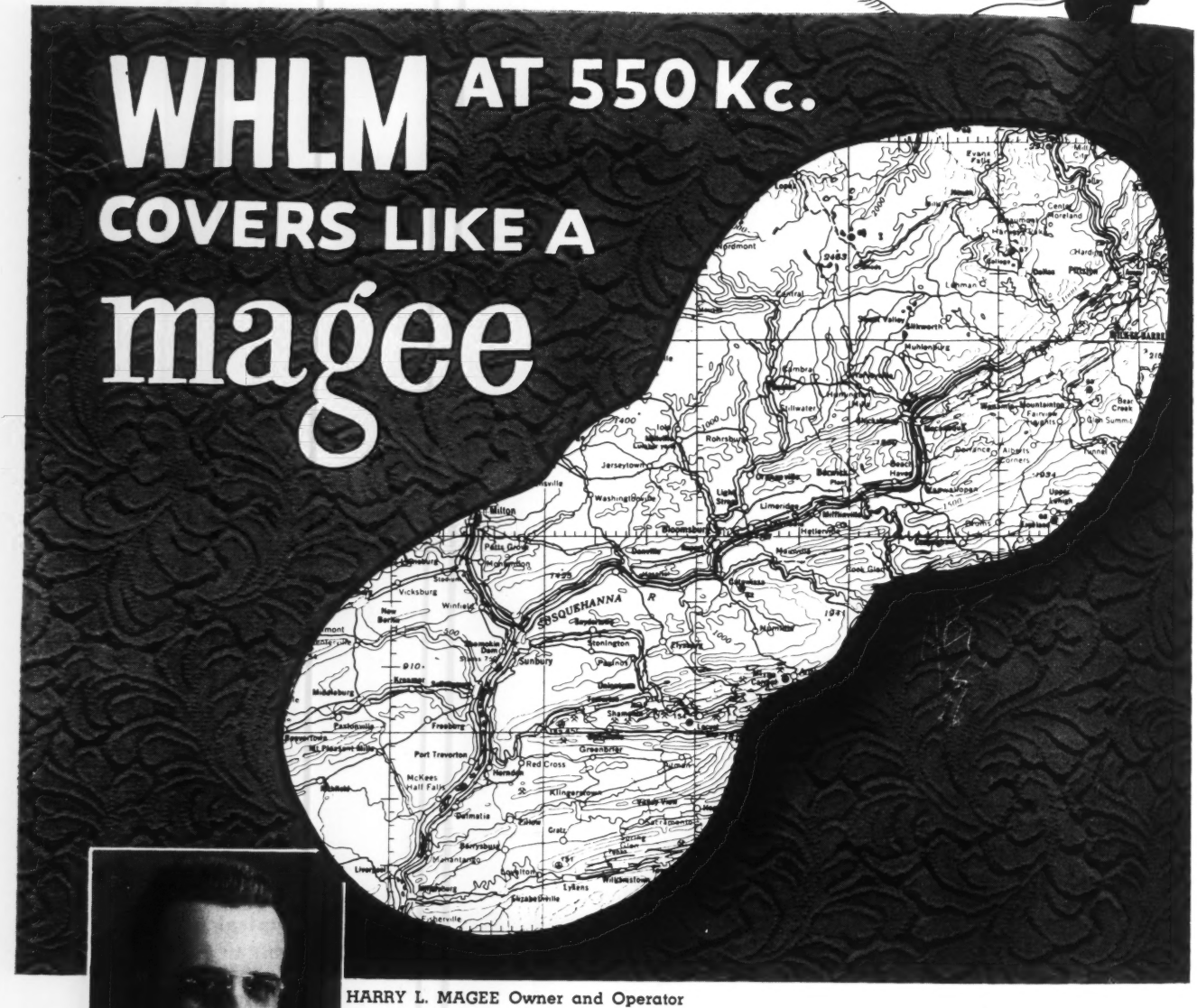
If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write —

Those who know famous brands...know the most famous name in news is AP

VIC DIEHM Says:



WHLM AT 550 Kc. COVERS LIKE A magee



HARRY L. MAGEE Owner and Operator

Like a foot print on the sands of time WHLM covers a quality market in Pennsylvania just as a Magee Carpet covers a quality market throughout the United States.

This rich industrial and agricultural market which produced a combined annual income of $2,090,404,000 in 1954 can only be reached adequately by WHLM RADIO with 500 Watts at 550 Kc. full time.

A new transmitter . . . . a new antenna . . . . a new and beautiful studio . . . . and now a new Move to 550 Kc. which simply means a brand new coverage pattern to reach the greatest number of potential purchasers for your client's products in this increasingly productive Pennsylvania market.

WHOL Allentown, Pa. CBS | **WAZL** Hazleton, Pa. NBC-MBS | **WHLM** Bloomsburg, Pa. | **WIDE** Biddeford-Saco, Me. MBS-Yankee | **WVDA** Boston, Mass. ABC

(All Stations Represented by Paul H. Raymer Company)

Cann-Erickson, N. Y., as account executive.

Fred W. Adams appointed advertising and merchandising director, Nash Motors Div., American Motors Corp., Chicago.

Stanley Soderberg, art dept., Pacific National Adv. Agency, Spokane, Wash., appointed tv production manager; **Don E. Smith** to agency as account executive; **Betty O'Neil** to agency as assistant to production manager; **Dorothy Fredericks** and **Mary Anne Flynn** named copywriters; **Mary Louise Wood** appointed in charge of cooperative advertising; **James T. Smith** to agency as artist.

Philip A. Schloss Jr. appointed public relations manager, Waldie & Briggs, Chicago.

Semon E. Knudsen, General Motors Corp., Detroit, appointed general manager, Detroit diesel engine division, effective March 1, succeeding **William T. Crowe,** retiring.

Allan Cooper, institutional sales director, Ocoma Foods Co., Omaha, Neb., appointed general merchandise manager.

B. R. Elam Jr., formerly with General Electric Co., Schenectady, N. Y., in advertising and promotion capacities, to Fulton, Morrissey Co., Chicago, as field merchandising manager.

John B. Miller, national product manager, shoe div., Best Foods Inc., N. Y., appointed to newly-created position, merchandising manager, Mennen Co., Morristown, N. J.

George Papineau, formerly vice president, Needham, Louis & Brorby, Chicago, appointed Midwest sales division manager, C. A. Swanson & Sons (poultry processors), Omaha, Neb., headquartering in Chicago, succeeding **Kenneth Pratt,** named manager of east central sales division.

Paul A. Deegan appointed defense and industrial sales advertising director, Avco Mfg. Corp., N. Y.

J. J. Edwards, formerly product sales manager, Magic Chef Inc. (appliances), St. Louis, to Norge Div., Borg-Warner Corp., Chicago, as gas range sales manager.

James F. Lunn appointed milk and ice cream advertising and sales promotion manager, National Dairy Products Corp., N. Y.; **Robert P. Aitken** named market research manager.

John S. Pledger, production manager, Muir Agency, N. Y., to J. M. Hickerson Inc., same city, as assistant production manager.

Harry Alleva to radio-tv dept., William Warren, Jackson & Delaney, N. Y.

Comer Jennings Jr., copy dept., N. W. Ayer & Son, Phila., transfers to service staff, N. Y. office.

Charles Oppenheimer to copy staff, Bridges-Sharp & Assoc., Dayton, Ohio; **Larry Epstein,** formerly with production staff, WMAL-TV Washington, to radio-tv production staff.

William M. Nevins, Permacell Corp., division of Johnson & Johnson, N. Y., to market development dept., Compton Adv., same city.

William D. O'Toole, formerly with Hanford & Greenfield Inc., Rochester, N. Y., to Hutchins Adv. Co., same city, as technical publicity writer.

Ralph Harrington, advertising director, General Tire & Rubber Co., Akron, Ohio, and **J. J. Hartigan,** vice president, Campbell-Ewald Co., N. Y., re-elected president and elected vice president, respectively, Traffic Aduit Bureau.

20TH CENTURY-FOX TO MAKE TV FILM

One million dollar appropriation approved for studio conversion to video use.

TWENTIETH CENTURY-FOX board of directors has approved an appropriation of $1 million to convert the company's old Western Ave. studios in Hollywood to tv film production [B•T, Jan. 17]. This is 20th Century's first move into video film operation.

Renovation work on the studios in the Westwood section of Los Angeles has begun. Sid Rogell, executive production manager, has been shifted to head the video operation, to be known as TCF Television Inc. The studio is considering turning two of its successful feature series, "Mr. Belvedere" and "Flicka," over to its newly-formed tv subsidiary. Harold Lewis, RKO Pathe New York studio manager, has joined 20th Century in the same capacity on the Western Ave. lot.

The lot includes three large sound stages and also has a permanent theatre which is considered suitable for tv filming before live audiences.

In line with 20th Century's plans to rent space in its new tv film studio, Conne-Stephens, producers of ABC-TV's *Treasurey Men in Action* and *Tv Readers Digest,* has become the first tenant.

Twentieth Century is the first of the major Hollywood studios to become active in tv film production. Warner Bros. is understood to be considering devoting part of its large Burbank studio to this type of movie-making. Columbia and Republic have had tv film subsidiaries for some time.

Ziv's International Budget Gets Boost of Half-Million

ZIV TELEVISION Inc. last week announced plans to increase its present investment in its international operation from $1.5 million to about $2 million before the end of the year.

A spokesman said that the investment program represents "a gamble" on the potential market for Ziv products in Europe and South America, but has been undertaken in the belief that tv soon will become "as important an entertainment medium in foreign countries as it is in the U. S." Currently Ziv is dubbing seven programs into Spanish for the Latin American markets and is planning a similar move for four programs to be telecast in France, Germany, Italy, Holland and Switzerland.

Pickford-Goldwyn Suit Hearing Set for March 21

MARCH 21 has been set by Long Beach Superior Court Judge Paul Nourse as the next hearing date for the Mary Pickford-Samuel Goldwyn legal hassle involving Goldwyn Studios. While the property, currently estimated by Goldwyn as worth $5 million and including a 10 acre site, buildings and equpiment, is up for sale by court order [B•T, Jan. 17], the suit filed by Miss Pickford and the producer against each other still are to be settled.

She asks an accounting of all rentals, charging that, while she has been billed for her share of maintenance costs, she has never received any of the possible profits. Mr. Goldwyn, in turn, claims he has expended close to $1 million in upkeep of the property and that Miss Pickford should pay her share of the operating costs. The former star is 41/80ths owner with the remaining 39/80ths held by the producer.

FIRST signed Cleveland sponsor of *The Little Rascals* tv film series is Wishbone Salad Dressing Co., which bought the Thursday, 6-6:30 p.m., slot on WEWS (TV) there. L to r: seated, A. C. Marquardt, chairman of board, A. C. Marquardt Co., food brokers; Mary Ellen, hostess for Our Gang comedy films, and Robert J. Palazzo, general manager of Wishbone Salad Dressing Co. Standing, John H. Foley, local sales manager of WEWS, and Jay H. Kerekes, WEWS salesman.

Triangle Announces New Films In Planned $2 Million Budget

EXPANDED production program for 1955, encompassing two tv film series and two full-length motion pictures, was announced last week by C. A. Nelson, president, and Arthur Dreifus, chief of production, Triangle Productions Inc., New York. Mr. Nelson placed Triangle's overall production budget for 1955 "in excess of $2 million."

New series will include *Fair Trial,* based on the book of the same title by Richard B. Morris, and *Resistance,* which will deal with life behind the Iron Curtain. Negotiations are in progress with Official Films to handle sales and distribution.

Triangle's third project is the production of two full-length motion pictures, starring Robert Alda, and based on the company's tv filmed series, *Secret File, U. S. A.* The features will be produced in Amsterdam, Holland, at the Cinetone Studios.

Defendants in 16mm Suit Pose Questions to Justice

TOTAL of nine questions, designed to find out what additional evidence the Justice Department will introduce, were asked of the Department by all but one of the defendant motion picture firms in the anti-trust suit filed in Los Angeles Federal District Court to force release of 16mm film prints to tv and other use [B•T, Feb. 14, *et seq.*].

Republic Pictures, a defendant, did not join the action.

Documents will be supplied to 11 defendant motion picture distribution and production firms, and six trade associations named as coconspirators, on March 10. However, Samuel Flatow, special assistant to the Attorney General, the government trial prosecutor, indicated he would not object to answering the new defendant interrogatories at this time.

CONCLUDING an agreement for Union Pacific railroad sponsorship of NBC Film Div.'s *His Honor, Homer Bell* over KCOP (TV) Los Angeles are (l to r) Paul Beach, Union Pacific advertising manager for California and Nevada; Jack Heintz, general manager of KCOP; Cliff Ogden, western sales manager, NBC Film Div.; Marion E. Welborn, account executive, The Caples Co., agency for Union Pacific, and Jack Tobin, NBC Film Div. salesman. In addition to Los Angeles, the series has been sold in Omaha, Seattle and Portland, Ore., NBC Film Div. reported.

FILM GROUPS SIGN CONTRACT WITH SAG

AGREEMENT was reached last week by the Screen Actors Guild with the Film Producers Assn. of New York and the Alliance of Television Film Producers, Hollywood, on a new contract covering minimum wages and conditions for actors, singers and announcers in tv film commercials. The current pact expires March 1.

A joint statement by the union and producers' organizations reported negotiations had been completed and that a proposed new contract, now being drafted, will be submitted for approval of the governing bodies. The American Assn. of Advertising Agencies also participated in the negotiations, although it will not be a signatory to the contract.

TPA Plans Spade Cooley Show

PLANS were announced last week by Television Programs of America, New York, to produce and distribute a new half-hour tv filmed series, described as "sophisticated country music and comedy." The series will feature Spade Cooley, country music and comedy star, who has been conducting a tv program on KTLA (TV) Los Angeles for the past six years.

Milton Gordon, president of TPA, said the company had decided to produce the new series after studying "the skyrocket growth" of country entertainment in the last three years.

Production on the new series is scheduled to begin in Hollywood this week. The company produces and distributes seven other filmed series, and also syndicates the Edward Small feature package.

Unity Plans New Package

ACQUISITION of a new package of 13 feature films by Unity Television Corp. was announced last week by Len Firestone, sales manager. He said Unity plans to issue a group of 13 feature films each quarter of this year.

The new package, called "The Lucky 13," is to consist of features never before shown on tv. The titles include *Operation Diplomat, This Was a Woman, Dangerous Cargo, Private Information* and *Profile.*

MCA-TV Details Campaign For After Sale Promotion

MCA-TV Film Syndication last week announced details of an "after sales audience promotion" campaign to provide regional and local sponsors and stations a continuing service of promotion and publicity in support of their MCA-TV syndicated programs.

Wynn Nathan, vice president in charge of sales, said that a film distributor often supplies a station with a packet of material at the time the sale is made but forgets to service it thereafter. MCA-TV, he said, plans to provide service after the sale with merchandising items, publicity material, on-the-air promotion, synopsis of story lines, promotion ideas, point of sale items and suggestions on selling shows to sponsors and spotting them in appropriate time slots.

Sterling Distributes Films Formerly Handled by TeeVee

STERLING TELEVISION Co. has acquired distribution rights to all properties formerly handled by TeeVee Co., Beverly Hills, according to Saul J. Turell and Gifford Phillips, presidents of the respective firms.

Among the newly-negotiated series are half-hour *Tales of Tomorrow* and quarter-hour shows *Little Theatre, Invitation Playhouse, The Charles Laughton Show, Camera's Eye* and *Gigi and Jock.* TeeVee's future activity will be devoted exclusively to production under the guidance of Ludlow Flower, company vice president, Mr. Phillips revealed.

TPA's Gordon in London

MILTON A. GORDON, president of Television Program of America, New York, emplaned for London last Friday at the invitation of contractors for British Broadcasting Corp. to discuss the showing of TPA properties in the British Isles. While in Europe, Mr. Gordon intends to establish TPA's first European branch office, spokesmen said, reporting that TPA has taken option on office space in London, Paris and Rome.

FILM SALES

Olympia Brewing Co., Olympia, Wash., has signed to sponsor new Ziv film series, *The Science Fiction Theatre,* in seven West Coast markets, raising total number of markets to 15. Series scheduled to go on air April 1.

FILM DISTRIBUTION

Brandon Films Inc., N. Y., has acquired distribution rights to *Swiss Cartoon Series,* group of 13 color cartoon films produced in Switzerland by Pinschewer Film Atelier.

Canadian Pacific Railways, Montreal, is making its library of 32 16mm travel films available to U. S. and Canadian tv stations free, through offices in N. Y., Montreal and Toronto. Only advertising appearing in films is at beginning when they open with "Canadian Pacific Railway presents . . ." and occasionally on railway car shown in films. Last year tv stations in 53 U. S. cities showed films 309 times and they also were shown on 15 Canadian stations 87 times.

Sportsvision Inc., S. F., has acquired distribution rights to quarter-hour *Adventure Out of Doors* film series in the 11 western states, Alaska and Hawaii.

FILM PRODUCTION

Family Films, Hollywood, is shooting new quarter-hour series, *Our Children,* for tv and church library use. First two films, dealing with child conduct, are directed by William P. Claxton with Sam Hersh producer. Family Films also will shoot new series of 13 half-hour dramatic tv films for Methodist church, to be released through National Council of Churches, expected to be ready for telecast next January.

Vi-Bar Productions, Hollywood, is shooting new half-hour tv film series, *Steve Donovan, Western Marshal,* to be syndicated by NBC Film Div.

Transfilm Inc., N. Y., has completed nine tv film commercials for Dow Chemical Co., Midland, Mich., for Saran Wrap, Saranette, Dowex and Magnesium, through MacManus, John & Adams, N. Y., and "Europe Salutes Goebel" tv film spot announcements for Goebel Brewing Co., Detroit, through Campbell-Ewald, N. Y.

Charles O. Puffer Co. (adv.), Chicago, has produced one-minute tv spot announcement for National Brush Co., Aurora, Ill., for Sno-Chaser window brush. Placements of announcement are in 10 eastern and midwestern markets.

RANDOM SHOTS

Carey-Swain Inc. (production), Sarasota, Fla., will expand quarters at 1938 Laurel St. by adding 4,000 feet and two floors to present one-story building. Additional film editing rooms, more sound stage area for tv film production, projection and conference room, studio apartment and swimming pool are planned.

FILM PEOPLE

Barbara Wilkens, publicity dept., Blaine-Thompson Co., N. Y., to ABC Film Syndication Inc., same city, as assistant to advertising and promotion director.

Norman Macdonnell, with CBS Radio *Gunsmoke,* signed as associate producer on upcoming CBS-TV film version.

Al Ward, writer, *Alias Jimmy Valentine* series, Gross-Krasne Inc., Hollywood, father of boy, Steven Clay, Feb. 10.

Howard Bernard, national sales executive, Reela Films Inc., subsidiary, WTVJ (TV) Miami, father of girl, Teri.

Tom Moore, 71, tv film actor, died Feb. 12.

S. Z. Sakall, 62, tv film actor, died Feb. 12.

Masterpieces of the Early Screen...

The original productions of Biograph, Edison and other pioneers . . . 100 quarter hours of motion picture history, "MOVIE MUSEUM". Produced by Paul Killiam under the supervision of Saul J. Turell, from original negatives in the vaults of the Museum of Modern Art and the George Eastman House.

MOVIE MUSEUM

SEE

RUDOLPH VALENTINO . . . the greatest lover of them all . . . worshiped by 40,000,000 women.

MARY PICKFORD . . . whose charm captivated the hearts of the moviegoing public.

D. W. GRIFFITH . . . the great director, inventor of the close up, who like Hitchcock today played bits in his own films.

GLORIA SWANSON, CLARA BOW, LIONEL BARRYMORE, LILLIAN GISH, and hundreds more . . .

And see *history itself* . . . made *on the spot* by the first camera crews. . . . Emil Zola at the Dreyfus Trial . . . Dewey at Manila . . . The Boer War . . . The Duke of Windsor at the age of three . . . and countless other fascinating items.

SOLD

across the board to KRCA-TV Los Angeles; and to Dallas, Denver, Houston, Havana, Portland, Wichita, no less than two Springfields, and 30 more.

"KRCA IS DELIGHTED . . . CONGRATULATIONS ON A GREAT PRODUCTION JOB . . ." *NBC—Los Angeles*

". . . MOST FASCINATING SHOW OF ITS KIND EVER ON THE MEDIUM . . ." *The Hollywood Reporter*

". . . FASCINATING STUFF . . . STERLING HAS PRODUCED MOVIE MUSEUM WITH CHARM AND GOOD TASTE . . ." *The Billboard*

STERLING TELEVISION CO., INC.

NEW YORK
205 East 43 Street
New York 17, New York

CHICAGO
30 N. LaSalle Street
Chicago 2, Illinois

HOLLYWOOD
6715 Hollywood Blvd.
Hollywood 28, California

. . . your source for "quality in film entertainment"

Can you spot the BIG LOSER on this scorecard?

★ TRANSPORTATION SCORECARD ★

	RAILROADS	INTERCITY TRUCKS	INLAND WATERWAY CARRIERS	AIRLINES	INTERSTATE BUSES
Does carrier build and maintain the "roadway" which it uses?	YES	NO	NO	NO	NO
Does carrier pay property taxes on its "roadway" for support of the general services of government?	YES	NO	NO	NO	NO
Does carrier meet all its true costs instead of being helped by tax money?	YES	NO	NO	NO	NO
Is carrier compelled to maintain routes and services which do not pay their own way?	YES	NO	NO	SEE NOTE #1	NO
Are carrier's rates regulated by government agencies?	YES	SEE NOTE #2	SEE NOTE #3	YES	YES

#1. Any mail-carrying commercial airline which operates at a loss receives additional Federal subsidy to cover its deficit.

#2. Only 38% of intercity truck transportation is regulated, in part, by the Interstate Commerce Commission.

#3. Only 12% of inland water transportation service is regulated to some extent. Water carriers enjoy special protection from railroad competition.

Look closely – it's YOU!

Most of the things you enjoy in your daily life – your home, your car, your clothes, the food you eat – are available to you in such quantity because America enjoys the world's greatest system of mass transportation. And the better that system works, the better for *you*.

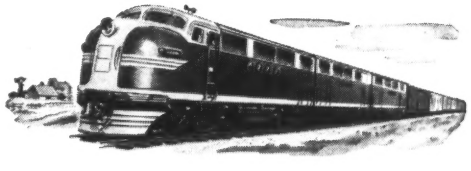
But when that system is not permitted to work at its best, it is *your* loss.

As you can see from this scorecard, only the railroads among these transportation agencies are meeting all their true costs without help from tax money.

And yet, railroads are subject to such laws and regulations, both in their rates and in their services, that they are not allowed to compete with other forms of transportation on an equal basis.

This costs *you* money in two ways – in higher taxes and in higher *real* costs of transportation.

You can help get lower *real* costs – and lower taxes, too – by supporting measures, state and national, which will put all forms of transportation on an equal basis – and which will give America's railroads freedom to compete.



Association of American Railroads

WASHINGTON 6, D. C.

Keystone Celebrates Signing WDUZ as 800th Affiliate

GREEN BAY, Wis., was the locale of ceremonies Feb. 12 when competing station executives joined with local officials to help celebrate a milestone in the history of Keystone Broadcasting System.

The occasion was the official signing of WDUZ Green Bay as the network's 800th affiliate. Keystone also is celebrating its 15th anniversary.

Keystone's Chicago contingent was led by Sydney J. Wolf, its president, and welcomed by Ben A. Laird, WDUZ president and general manager, and a political party including Mayor Dominic Olejniczak, District Attorney Bernard Bertrand and Sheriff Ruben Lasee. Keystone is represented by Gourfain-Cobb & Assoc., Chicago agency.

The ceremonies were highlighted with a special program on WDUZ from 8:05-9 p.m. that evening with Dick ("Two-Ton") Baker, pianist-singer, from the Crystal Ballroom in Green Bay's Northland Hotel. Activities were set up by Edwin R. (Pete) Peterson, Keystone vice president.

Haydn Evans, general manager of competing WBAY-AM-TV there, sent a crew to WDUZ studios to film the pact-signing and congratulatory repartee between Messrs. Laird and Wolf. WBAY-TV used the excerpts last Monday evening.

Wilson Named to INS Post

APPOINTMENT of William C. Wilson as business and sales representative for International News Service and International News Photos in the Southeast was announced last week by Seymour Berkson, INS general manager. Mr. Wilson formerly was with United Press as a news and business executive. His newly created assignment is part of an expansion program in the radio-tv fields in the Southeast, Mr. Berkson said.

Mr. Wilson, who will headquarter in Florida, will assist the general sales staff and handle client relations under the direction of Louis Allwell, INS sales director in New York. His duties also will include tv station relations on all matters pertaining to both newsfilm and facsimile service.

WTOP Packaging Unit Formed

ESTABLISHMENT of a production and packaging division has been announced by WTOP Inc. (WTOP-AM-FM-TV Washington). The division, WTOP Entertainment Productions, under supervision of Ernest H. Hall, will produce and package shows for organizations (carnivals, fairs, conventions) in the WTOP Radio area—comprising all or parts of five states and the District of Columbia.

PROGRAM SERVICE SHORTS

Harry S. Goodman Productions, N. Y., has acquired world sale rights to four quarter-hour teenage transcribed radio productions: *Adventures of Jimmie Allen, In the Air With Roger Gale, The Adventures of Frank Farrell* and *Ann of the Airlanes.* Programs will be offered individually or as a package.

Frederic W. Ziv Co., Cincinnati, reports *The Eddie Cantor Radio Show* sold in 65 markets. Stations and sponsors purchasing program will receive series of one-minute spot announcements transcribed by Mr. Cantor dealing with public service campaigns.

COLOR WON'T OUTMODE B-W—BALCOM

RETMA mid-winter conference in New York hears association's board chairman predict that 1955 electronics volume will reach $9.6 billion.

BLACK-AND-WHITE tv will not give way completely to color, any more than radio was entirely supplanted by monochrome video, according to Max F. Balcom, board chairman, Radio-Electronics Television Mfrs. Assn.

Mr. Balcom, retired head of Sylvania Electric Products, spoke Thursday afternoon at a symposium of New York Security Analysts at the Hotel Roosevelt which followed the conclusion of a three-day, mid-winter RETMA conference.

But Mr. Balcom waxed enthusiastic on future sales of color sets—"a wholly new market is about to open with an impact as dramatic as the introduction of monochrome television and with a dollar volume much greater." By 1961, sales of color receivers will equal those of monochrome, he said, noting that general optimism in the industry can be had by a look at dollar volume and inventory figures.

Volume hit $8.9 billion last year in electronics, he said, predicting a $9.6 billion level (including broadcast revenue) by the end of this year. Record sale of tv sets last year, Mr. Balcom said, was unexpected (7.3 million sets), and as a result, nearly 8 out of every 10 families can be expected to have at least one tv set by the end of 1955. Inventory was whittled down by some 400,000 receivers from its plump 1.9 million at the start of 1954, he noted.

Radio production may be down from previous years, he said, but it will maintain its present level in the future. He said more than 6 million home, clock and portable battery sets and 4 million radios for auto installation came off production lines.

During the conference, RETMA's Set Division executive committee threw its support behind that part of the Plotkin Memorandum which proposed rescinding the 10% federal excise tax on the manufacturing of all uhf channel receivers. The committee noted that it wanted to assist uhf broadcasters in implementing their services. In endorsing the tax elimination, the committee said it recommends that any effective date be placed in the future to permit an orderly transition in manufacturers' production and merchandising.

The committee skipped subscription tv, which had been on the agenda, and turned it over for study by a special committee headed by Paul V. Galvin, Motorola president.

Two new directors elected by the Set Division were Parker H. Erickson, Avco vice president and Crosley-Bendix Home Appliances Division's executive vice president, and L. G. Haggerty, president, Capehart-Farnsworth. Seymour Mintz, CBS-Columbia president, was named as a member of the executive committee of the Set Division, succeeding Louis Hausman, also of CBS-Columbia, who resigned his membership upon his transfer to CBS Inc.

Twelve new members were placed on RETMA's rolls, sending the total up to 383. RETMA's board also voted for New York rather than Boca Raton, Fla., as the location for the organization's April quarterly meeting.

Other actions: accepted a report on the all-industry participation in an atomic weapons demonstration this April which will test electronic equipment; called for strengthening of the Defense Dept.'s all armed services agency which coordinates and sets general standards for electronics equipment for the various armed forces, and approved proposals of its committees on public relations, advertising and sales management that RETMA join with the National Appliances & Radio-Tv Dealers Assn. in supporting a dealer-manufacturer sponsored sales promotion campaign of radio-tv sets, under which the week of Sept. 18 would be designated "Radio-Tv Week."

ELECTED officers and directors of the Utah Broadcasters Assn. at the association's annual convention Jan. 21 were (l to r): seated, George Hatch, Intermountain Network, vice president; Eugene M. Halliday, KSL, president; Arch Webb, KVOG Ogden, secretary-treasurer; standing, Harold Van Wagenen, KIXX Provo; Arthur Higbee, KSUB Cedar City, and G. Bennett Larson, KDYL Salt Lake City, all elected to the board of directors. Lee Walker of KJAM Vernal, not pictured, also was elected to the board of directors.

BIG VOICE IN SPORTSLAND

WJPG

People in Northeastern Wisconsin like Action

Buying Action! Sports Action!

Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

5,000 Watts Daytime

500 Watts Night

MBS • GREENBAY, WIS.

Represented by Burn-Smith Company

ROCK ISLAND

is chosen for

All-America City Award

WHBF is proud to have as its audience the active, progressive citizens of Rock Island—fine people in an outstanding American city.

Les Johnson, V. P. and Gen. Mgr.

QUAD-CITIES

IOWA

DAVENPORT

EAST MOLINE

ROCK ISLAND

MOLINE

ILLINOIS

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

NARTB, RETMA Back Uhf Tax Relief Bill

NARTB and Radio-Electronics-Tv Mfrs. Assn. have thrown their support behind a bill introduced last week by Rep. Frank Ikard (D-Tex.) to exempt uhf tv sets from the 10% federal excise tax. The bill (HR 4070) embodies one proposal made by Harry M. Plotkin, as counsel for the Senate Commerce Committee's investigation of networks and uhf-vhf troubles, to aid the cause of uhf television [B•T, Feb. 7].

Harold E. Fellows, NARTB president, said the association is "deeply gratified by this action of Congressman Ikard." Similar legislation was proposed by amendment of a House bill in the 83d Congress by former Sen. Edwin C. Johnson (D-Colo.).

Sen. Johnson's proposal later was amended to become a $7 unit tax "credit" for uhf sets, but the bill (HR 6440) died on the Senate calendar [B•T, Aug. 23, 1954]. A similar $7 tax credit bill (HR 1814) has been offered in the 84th Congress by Rep. John W. McCormack (D-Mass.) [B•T, Jan. 24].

BILL introduced Wednesday by Rep. Frank Ikard (r) would exempt uhf tv sets from 10% federal excise tax. Here he checks the proposal with Ralph Hardy, NARTB government relations vice president.

Mr. Fellows said NARTB would actively support the Ikard proposal, and that his organization "has always opposed the burdening of receiving sets with excise taxes on the basis that this constitutes a discriminatory handicap to the free distribution of news and information by means of the electronic media." Rep. Ikard is a member of the House Ways & Means Committee, which reviews tax matters.

RETMA endorsed the Ikard bill at its mid-winter conference (see story page 75).

NARTB Committee Discusses Industry Meetings March 15

A SIX-MAN Regional Meetings Committee, formed last week by NARTB President Harold E. Fellows, will meet in Washington March 15 to draw up a plan for an autumn schedule of industry conventions. The schedule will include eight meetings and will replace the usual 17 district meetings.

Named co-chairmen of the committee were E. K. Hartenbower, KCMO Kansas City, and Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairmen, respectively, of NARTB's Radio and Tv Boards. Other members are Kenyon Brown, KWFT Wichita Falls, Tex.; Richard M. Brown, KPOJ Portland, Ore., and Walter E. Wagstaff, KIDO Boise, Idaho, all representing radio. William Fay, WHAM-TV Rochester; Ward L. Quaal, WLWT (TV) Cincinnati, and Robert D. Swezey, WDSU-TV New Orleans, represent tv.

Naming of the committee followed action by the NARTB combined boards at their Hollywood, Fla., meeting last month [B•T, Jan. 31]. All members of the new group are directors of the association. After the March 15 session the committee is expected to submit recommendations for action by the full board.

Member stations of the association will be allowed to attend any one of the autumn meetings. In the past, attendance has been regulated by district. Non-members will not be permitted to attend.

Rising expense and drain on time of industry executives as a result of the multiplicity of meetings has become a serious management problem. This NARTB action is the first main step to cut down on travel expense, which runs around $3.5 million each year [B•T, Dec. 13, 1954]. Another $12,000 saving in staff travel will be made by NARTB.

HEILWEIL TELLS MEETING OF TV SALES REVOLUTION

New York marketing group hears NBC-TV executive discuss successful use of kinescopes and closed-circuit telecasts to increase sales.

TELEVISION is revolutionizing the techniques of merchandising through the use of kinescopes and closed-circuit telecasts, Murray Heilweil, manager of merchandising for NBC-TV, told a meeting of the New York chapter of the American Marketing Assn. at the Hotel Roosevelt last Thursday.

Mr. Heilweil enlivened his talk to the AMA assemblage, composed in large part of representatives of the printed media, with two kinescope presentations prepared especially for the meeting. He observed that the widespread interest evinced by the AMA audience was typical of the "enthusiastic reception" accorded kinescopes and closed-circuit telecasts by salesmen and officials of trade outlets.

After tracing briefly the "tremendous" growth of television in the past eight years, Mr. Heilweil told the group that NBC decided to establish a television merchandising department three years ago because it was convinced that the advertiser must be provided help to sell his product [B•T, Jan. 31]. Initially the department supplied the customary merchandising aids common to magazines and newspapers, including displays, local coverage data, tear sheets, brochures and tie-in plans, Mr. Heilweil said.

Though these conventional merchandising aids were effective, Mr. Heilweil continued, NBC-TV began to receive inquiries from leading retailers on the possibility of tying in with television advertising. It was this evidence of the impact of television and the appeal of star personalities that persuaded NBC-TV to utilize tv itself for merchandising, according to Mr. Heilweil.

Not long ago, he said, a client gathered 1,400 of its own sales representatives, brokers and retailers in 50 television stations across the country to view an NBC-TV closed circuit telecast in color. Mr. Heilweil recounted that the client and its brokers had reported "enthusiastic response" for their customers, and the advertiser's merchandising campaign was "off to a flying start."

Mr. Heilweil explained that his field staff of

PROTECTING YOU IN MORE WAYS THAN YOU KNOW

This ad is appearing nationally. To encourage supplementary home town advertising, the National Board, through State insurance agents' associations, provides mats and suggested copy for local insurance boards. These, with other artwork and suggested copy, radio and TV spots, are available to your advertising department.

Clipping the wings of the firebug

FIREBUGS WERE ONCE A SERIOUS MENACE—causing millions of dollars damage—because there was no adequate machinery for catching these criminals. But local authorities, with the help of fire insurance investigators, tackled this job. Better techniques of arson detection have been developed. Today, within every State, there are special forces for arson investigation and prosecution. The result: arson is now mainly the work of youthful or unbalanced persons; the professional arsonist knows he has little chance of getting away with it.

Every hour of the day and night, capital stock fire insurance companies are on the job protecting you—your home, your family, job or business.

But adequate protection for you changes as time passes. Also, fire, explosion or windstorm strike without warning. Sickness does too—so you see your doctor and dentist to protect your health. See another specialist—your insurance agent or broker—to make sure you are adequately protected against loss by fire or other disaster. This protection is also necessary to your security.

Capital Stock Fire Insurance Companies *are represented by independent local agents or brokers. It's the insurance service that gives you the personal advice of a man right in your own neighborhood. And he protects you in more ways than you know; he's the man who can take care of* ALL *your insurance needs!*

NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street New York 38, N. Y.
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Cal.

How much would you contribute for a socialistic U.S.A.?

Not a nickel, you'd say.

But you are helping to pay for one more stepping-stone toward a socialistic America every time the federal government builds an electric power plant that business stands ready to build.

There are persuasive groups of people who want to push government farther and farther into the electric business. They are encouraging government to keep on building new power plants—with your tax dollars.

All that spending of tax money by government is not necessary.

For there is a better way to produce electricity's benefits for Americans.

It's simply the way the hundreds of electric light and power companies, with money from millions of investors, have built the greatest electric industry in the world.

That way is still a better way to build.

- ***It gets the job done quickly and efficiently.***
- ***It doesn't use your tax money.***
- ***It's why Americans today enjoy far more low-price electricity than people anywhere else.***

Since America's Electric Light and Power Companies* are ready, willing and able to provide plenty of power, isn't it wasteful of tax dollars for government to try to do the same job? The government way leads straight downhill to a federal electric power monopoly . . . and socialism.

**Names on request from this magazine*

"YOU ARE THERE"—
CBS television—
witness history's
great events

12, located in strategic parts of the country, is equipped with portable rear screen projectors for showing kinescopes for clients. The kinescopes feature such NBC-TV personalities as Arlene Francis of *Home*, Dave Garroway of *Today* and Steve Allen of *Tonight*, demonstrating a client's product. In this connection, Mr. Heilweil said, NBC-TV has completed kinescopes for the Bissell Co. (carpet sweepers) and the Daystrom Furniture Corp, and has six other client presentations under preparation.

"Both Bissell and Daystrom has sent us reports of the tremendous support these kines have supplied," Mr. Heilweil said. "Daystrom people have told us that the rear screen projector presentations have been successful in many instances—not only opening up new accounts but in reviving old ones."

Mr. Heilweil told the AMA group that marketing people in all media are faced with the challenge from clients of "telling and selling today," and added:

"As for the NBC-TV network, we are meeting that challenge by using all of the electronic facilities at our command. As far as we are concerned, tomorrow is here today."

VOD Winners Get Awards, See President This Week

FOUR high school students who are co-winners in the annual Voice of Democracy Contest this week will receive their $500 scholarships and tv sets, plus a trip to Washington. They will be received at 9 a.m. Tuesday at the White House by President Eisenhower. Awards will be presented at a luncheon Wednesday at the Shoreham Hotel, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and chairman of the sponsoring committee.

Over the weekend the winners took part in the annual "Democracy Workshop" at Colonial Williamsburg, Va. After a round of Washington activities they will go to New York to appear Saturday on *Youth Takes a Stand*, on CBS-TV.

Sponsoring the annual contest, in which 1½ million students participate, are NARTB, RETMA, U. S. Junior Chamber of Commerce and U. S. Office of Education. This year's winners are Judy Abramson, Yuba City, Calif.; Avron Joseph Maletzky, Schenectady, N. Y.; Catherine Esther Styles, Minneapolis, and Dwight David Walker, Oskaloosa, Iowa. Theodore F. Koop, CBS news-public affairs director in Washington, will be master of ceremonies at the awards luncheon. Leading government, educational and industry representatives will attend.

NARTB Standards Committee Scores Radio Bait-Switch Ads

BAIT-SWITCH advertising on radio stations has been placed in the NARTB doghouse by the association's Radio Standards of Practice Committee.

After talking over this "ugly" problem for a day, the committee adopted a resolution calling such advertising "inimical to the public interest, to legitimate advertisers and advertising methods and to the American system of free enterprise in general.

Attending the meeting, held Monday at the Waldorf-Astoria, New York, were Walter E. Wagstaff, KIDO Boise, Idaho, chairman; Fred S. Bernstein, WTTM Trenton, N. J.; Carleton Brown, WTVL Waterville, Me.; Clifford Gill, KBIG Avalon, Calif.; William B. McGrath, WHDH Boston, and E. R. Vadeboncoeur, WSYR Syracuse. Attending from NARTB Washington headquarters were Harold E. Fellows, president; John F. Meagher, radio vice president; Vincent T. Wasilewski, chief attorney, and Joseph M. Sitrick, manager of publicity and informational services.

Text of the committee's resolution follows:

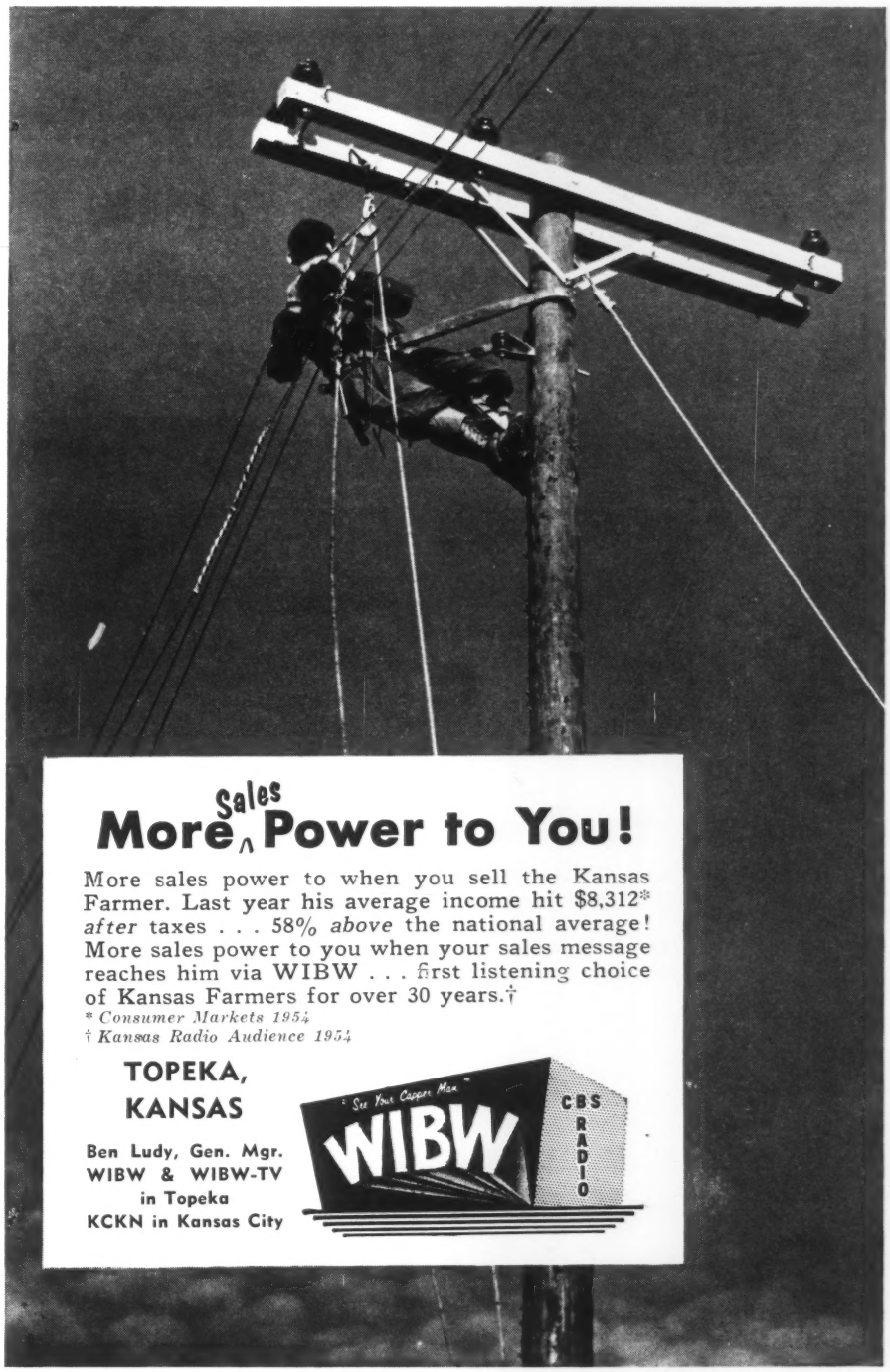
"'Bait-switch' advertising is the ugly practice of advertising merchandise or services which the advertiser has no intention or desire to sell, but which is used to lure a prospective customer into the purchase of a higher-priced substitute.

"'Bait-switch' advertising constitutes a serious threat to the general public and advertising structure. Not only does it defraud and victimize the public, but its practice injures legitimate advertisers and advertising media by undermining public confidence in the integrity of *all* advertising.

"For this reason, the NARTB Standards of Practice Committee unreservedly condemns 'bait-switch' advertising as inimical to the public interest, to legitimate advertisers and advertising methods, and to the American system of free enterprise in general."

Fifteen More Join DBA

FIFTEEN more stations have joined Daytime Broadcasters Assn. as members, according to Jack Younts, WEEB Southern Pines, N. C., DBA treasurer. The association is working for uniform sign-on and sign-off hours for daytime outlets, with year-round operation between 5 a.m. and 7 p.m. New members are KMMJ Grand Island, Neb.; KNEX McPherson, Kan.; KMAN Manhattan, Kan.; KLWN Lawrence, Kan.; KJCK Junction City, Kan.; KGNB New Braunfils, Tex.; KSFA Nacogdoches, Tex.; KIMP Mt. Pleasant, Tex.; KGAF Gainesville, Tex.; KCNC Fort Worth; KCLE Clebourne, Tex.; KRCT Baytown, Tex.; WMRI Marion, Ind.; KWBC Fort Worth, and KFYN Bonham, Tex.


More Sales Power to You!
More sales power to when you sell the Kansas Farmer. Last year his average income hit $8,312* after taxes . . . 58% above the national average! More sales power to you when your sales message reaches him via WIBW . . . first listening choice of Kansas Farmers for over 30 years.†
* Consumer Markets 1954
† Kansas Radio Audience 1954
TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City
See Your Copper Man
WIBW
CBS RADIO

Radio-Tv Hiring Assurances Included in NAACP Report

ASSURANCES of cooperation from the American Assn. of Advertising Agencies and ABC with respect to employment of Negro and other non-whites in the broadcasting industry were to highlight a report of the labor and industry committee of the New York National Assn. for the Advancement of Colored People to be made at a mass meeting in New York last Saturday.

A spokesman told B•T that the AAAA is willing to cooperate by distributing a letter drafted by the NAACP and to be circulated to member agencies in which the point will be made that more attention should be devoted to the Negro market and more radio and tv use made of non-white artists and other personnel. ABC, he said, has pledged to use as many Negro artists as possible on WABC-AM-TV New York, but for the present could not give assurance of network-wide cooperation, citing the instance of sponsor disinterest last year in a proposed network tv series starring Sammy Davis, Negro artist. The spokesman said the committee has not completed discussions with CBS, NBC and DuMont.

The committee has been conducting a survey since Jan. 15 to determine the progress made by the radio-tv industry in employing non-white personnel. The committee plans to continue its campaign to secure "full integration in the radio and television industries."

HIGHEST RATED STATION
PULSE RATINGS
RADIO
ISN'T THIS WHAT YOU WANT IN ROCHESTER
HIGHEST RATED PARTICIPATIONS
?
HOOPERATINGS
RADIO
We have a little booklet of Rochester radio ratings based on latest Pulse and Hooper rating surveys. If you are considering Rochester and want to be brought up-to-date on this prosperous market, you should have this booklet on your desk. Just ask us and we will dispatch one to you post haste.
HIGHEST RATED DAYTIME SPOTS
BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION
CBS
WHEC of Rochester
NEW YORK
5,000 WATTS
Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

Minnesota Ruling Favors Bucking NCAA Tv Policy

A RESOLUTION designed to permit the U. of Minnesota to telecast home-based athletic events was pending before the House of Representatives in the state legislature Thursday after unanimous approval by a House committee.

The resolution, drafted by Rep. D. D. Wozniak of St. Paul, would empower the university to ignore any NCAA controlled football tv program and lauds it for seeking to liberalize NCAA policy. It would have no legal effect, however, on the U. of Minnesota.

In its original form, the proposal also recommended that Minnesota bypass the Western Conference. The draft was amended to exclude the Big Ten on grounds it would "wreck" the conference. It was watered down, too, to permit rather than request telecasts of home contests.

Mass. Broadcasters Appoint

APPOINTMENT of John Roddy as legislative agent of the Massachusetts Broadcasters' Assn., was announced last week by George Jaspert, WCCM Lawrence, president. In addition to Mr. Jaspert, the new officers are Herbert L. Krueger, WTAG Worcester, vice president; Gerald Harrison, WMAS Springfield, treasurer, and Sherwood J. Tarlow, WHIL Medford, secretary.

Mr. Jaspert also announced the following appointments: George Perkins, WHDH Boston, chairman of the civil defense committee; Lambert Beeuwkes, WVDA Boston, chairman of the safety committee; Mr. Krueger, chairman of education committee; Mr. Tarlow, head of investigating the problem of remote control of directional antennas, and Roy V. Whisnand, WCOP Boston, publicity chairman.

Congresswomen Feted

WOMEN members of the 84th Congress will be saluted Thursday by the District of Columbia Chapter, American Women in Radio & Television. A panel discussion will be held on the role of radio and tv in politics and Congress. The affair will be held at 8 p.m. at the National Press Club. Taking part in the panel will be Esther Van Wagoner Tufty of the NBC-TV *Home* show; Rep. Edith Green (D-Ore.); Rep. Martha Griffiths (D-Mich.); Rep. Marguerite Church (R-Ill.); Betty Farrington, Delegate from Hawaii; Ruth Crane, WMAL-TV; Elinor Lee, WTOP, and Patti Searight, WTOP. Florence Lowe is chapter president.

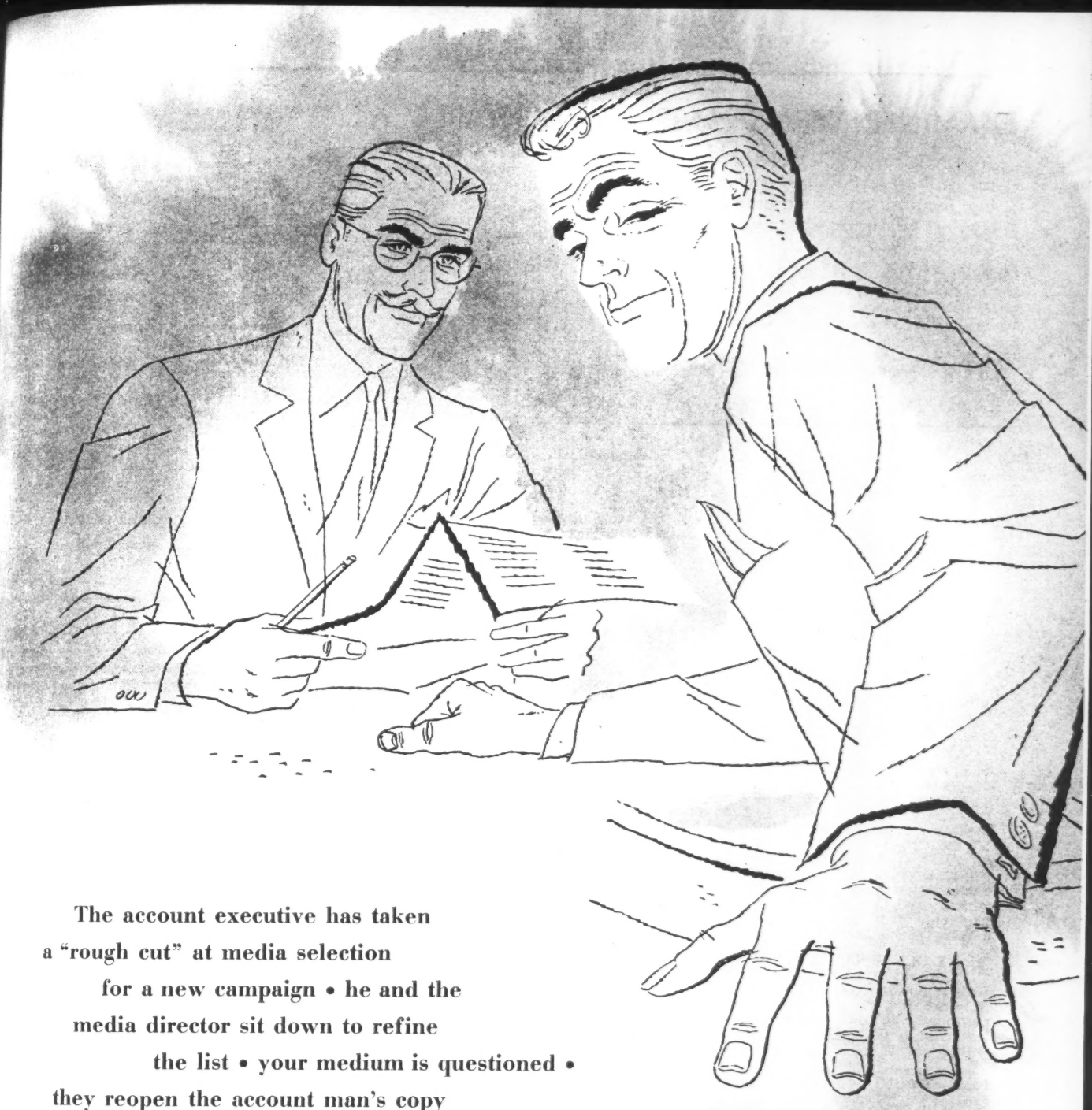
Alden Wins RAB Award

RADIO Advertising Bureau has designated Bob Alden, WOR New York account executive, as "best radio salesman of the month," based on December sales, for selling radio time to New York City Savings & Loan Assn., which traditionally had used newspaper and direct mail advertising. Second and third prize winners were Bob A Roth, KONO San Antonio, and Howard Nestingen, WKBH La Crosse, Wis.

TRADE ASSN. PEOPLE

Bernice Hase, secretary, Chairman McConnaughey's office, FCC, to Clear Channel Broadcasting Service, Washington, succeeding **Olga Meyer.**

Phil Hoffman, manager, KLZ-AM-FM-TV Denver, named chairman, freedom of information committee, Colorado Broadcasters Assn.; **Rex Howell,** KFXJ Grand Junction, and **Ellis Atteberry,** KCOL Fort Collins, will serve on committee.



The account executive has taken a "rough cut" at media selection for a new campaign • he and the media director sit down to refine the list • your medium is questioned • they reopen the account man's copy of Standard Rate . . . and if you have a Service-Ad near your listing

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: According to a study of SRDS use made by National Analysts, Inc., 87% of all account men interviewed make use of one or more of the SRDS publications.

EXAMINER TERMS NATVIG 'INCREDIBLE'

Attorney for WICU asks that all of her testimony—including recantation of statements against Ed Lamb—be stricken from the record.

FOLLOWING effort of FCC Broadcast Bureau attorneys to learn why Mrs. Marie Natvig reversed her testimony in the license renewal hearing involving Edward Lamb's WICU (TV) Erie, Pa., Examiner Herbert Sharfman said Thursday it doesn't matter what explanation might develop, "she is a completely incredible witness."

Mrs. Natvig last fall charged Mr. Lamb with communist associations and a fortnight ago, admitting she had done him a "grevious wrong," claimed it was all a big lie "manufactured" under coercion by the then Broadcast Bureau counsel Walter R. Powell Jr. [B•T, Feb. 14].

Scheduled to resume the witness stand, after an interrupted appearance Wednesday, last Friday morning Mrs. Natvig was expected to be dismissed from any further testimony. This was speculated in view of her newest claims that she was told by FCC employes that Examiner Sharfman was a "weak sister" and that one Commissioner tried to induce another to have a different examiner appointed to preside in the case.

Mr. Sharfman assured attorneys for both FCC and Mr. Lamb that he could not make any finding adverse to Mr. Lamb on the basis of Mrs. Natvig's testimony, nor could he make any finding on her claim of coercion by Mr. Powell. He repeated he considered her "incredible."

Also pending before the examiner for ruling Friday was a motion by Russell M. Brown, attorney for Mr. Lamb, to strike Mrs. Natvig's entire testimony, including her retraction. The motion was made at the close of a brief session Thursday morning devoted entirely to discussion among counsel.

On Wednesday, when Mrs. Natvig was asked to leave the room while the attorneys and examiner conferred, the witness asked, "This isn't another conspiracy, is it?"

"Strike that. Keep that off the record," the examiner advised the reporter. He then sharply answered Mrs. Natvig, "There is no conspiracy."

Mr. Powell, who resigned from FCC in January to join the legal staff of NARTB, is at home recovering from a heart attack suffered shortly before Mrs. Natvig took the stand for further cross examination a fortnight ago.

Joseph M. Kittner, assistant chief of the Broadcast Bureau and now principal Commission counsel in the WICU case, told the examiner Thursday he would, if necessary, continue minute examination of Mrs. Natvig concerning her retraction.

He said he has evidence from postal authorities to show Mrs. Natvig did not receive transcripts of her earlier testimony on the date she claimed, thereby refuting her explanation the previous week of circumstances which she alleged had awakened her from her "nightmare" and led her on Jan. 12 to contact J. Howard McGrath and confess her false statements about Mr. Lamb. Mr. McGrath, ex-U. S. Attorney General, also is counsel for Mr. Lamb in the proceeding.

Chummy Correspondence

Mr. Kittner, presenting a series of letters which he said Mrs. Natvig wrote Mr. Powell and other FCC counsels on a friendly, gossipy, first-name basis during the long recess in the case, claimed this correspondence indicated the witness was not angry with Commission attorneys and contradicted her charge of coercion. He said the letters, accepted by the examiner only as an offer of proof, also contained suggestions by Mrs. Natvig about checking certain of her statements against Mr. Lamb to help make them stick.

The FCC counsel volunteered his view that Mrs. Natvig was terrified at the prospect of further cross examination by Mr. Brown and changed her story to escape. He also noted her fear of involvement in Miami area Red probes, in which she had claimed 23 people were jailed for invoking the Fifth Amendment.

On Wednesday, Mrs. Natvig charged that FCC attorneys once told her they were trying to get Mr. Brown's "license" to practice before FCC revoked and that they admitted they were no match for him. She claimed FCC counsel said Mr. Brown's tactics were like those he used in the only other important case he had argued —defense of a burlesque strip teaser.

Mr. Brown denied he had ever defended a burlesque queen.

Mr. Kittner asked Mrs. Natvig if she held any resentment for the FCC staff when she returned to Miami last fall after her initial testimony. Admitting she had been an "extremely difficult witness," Mrs. Natvig said she went home as incensed as when she was on the stand. She explained she told FCC repeatedly she could contribute nothing to the case and was angry as she was "forced" to testify and be

WOC-TV

Builds Telecasts that Build Sales

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—1/1/55	295,156
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

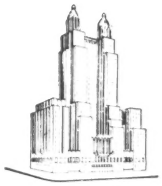
WOC-TV AM FM

March 21-24

The Radio-Electronic SPECTACULAR of 1955!

See! Hear!

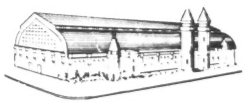
IRE National Convention



At both the Waldorf-Astoria (convention headquarters) and Kingsbridge Armory, you'll attend what actually amounts to 22 conventions fused into one. Hundreds of scientific and engineering papers will be presented during the many technical sessions, a large number of which are organized by I R E professional groups. You'll meet with the industry's leaders—enjoy the finest meeting and recreational facilities in New York.

and

Radio Engineering Show



At the Kingsbridge Armory and Kingsbridge Palace, you'll walk through a vast panorama of over 700 exhibits, displaying the latest and the newest in radio-electronics. You'll talk shop with the industry's top manufacturers—enjoy the conveniences provided for you in the world's finest exhibition halls, easily reached by subway and special bus service.

Admission by registration only. $1.00 for I R E members, $3.00 for non-members. Social events priced extra.

The Institute of Radio Engineers
1 East 79 Street, New York

7 out of 704* good reasons why you should attend the Radio Engineering Show

Hear...

vital research and engineering papers on computers, transistors, color TV, etc., subject-organized in 55 sessions.

Watch...

a computer balance a cane, making 20 corrective moves a second—at the IRE Show.

See...

the exhibits of 69 components vital to successful Automation. Or compare 21 different types of Transistors—and other subminiature components.

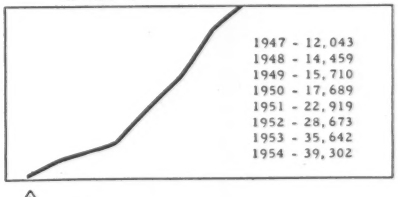
Check-up on...

"1955 Instrumentation" shown on Instruments Avenue. Exhibit grouping helps you see more on the Avenues named.

Audio • Broadcast • Radar
Transistor • Television
Radio • Components • Microwave
Airborne • Production
Circuits • Computer • Electronics

Meet...

all your friends. 39,302 attended IRE in 1954.



Enjoy...

The Convention's Social Events. It is good to mingle with your industry friends at IRE.

Get the facts...

faster and easier at exhibits and sessions than you could from weeks of your own "digging."

**Send for the 1954 Directory of 604 Exhibitors and list of 100 new exhibitors.*

subjected to Mr. Brown's "brutal" cross examination. After her initial appearance last fall, Mr. Brown had characterized her as a "pathological liar."

Mr. Brown plans further cross examination of two other FCC witnesses before Mr. Lamb begins his answer to Commission charges. They are Lowell Watson of Olathe, Kan., and William Garfield Cummings of Toledo.

P. R. Liquor Ad Ban Asked

PUERTO RICO's Gov. Luis Marin Munoz has asked the Puerto Rican Legislature to ban all advertising of alcoholic beverages except beer and wine on radio and television. He said liquor advertising contributes to vice among children and it is the government's duty to protect their morals.

WKY BUY OF WSFA APPROVED BY FCC

Lee, Bartley and Hennock dissent to approval. Five other transfer cases cleared.

PURCHASE of WSFA-AM-TV Montgomery, Ala., by WKY Radiophone Co. (WKY-AM-TV Oklahoma City) for $568,598 plus assumption of notes totaling some $500,000 was approved by FCC last week over dissents by Comrs. Robert E. Lee, Robert T. Bartley and Frieda B. Hennock.

In a letter to WKY Radiophone, subsidiary of the Oklahoma Pub. Co., FCC indicated it would review later any renewal of charges made in the present proceeding that the newspaper firm had engaged in advertising and news discrimination against competitors. Protests to the WSFA-AM-TV sale were filed by WCOV-AM-FM-TV Montgomery and KWTV (TV) Oklahoma City and occasioned two "pre-hearing" McFarland letter inquiries by the Commission [B•T, Jan. 17; Dec. 20, 1954].

The WSFA properties were sold by David E. Dunn, H. S. Durden, R. F. Hudson, R. F. Hudson Jr. and Sebie B. Smith. WKY Radiophone principals include E. K. Gaylord, president of Oklahoma Pub. Co.; P. A. Sugg, and Edward L. Gaylord. Oklahoma Pub. Co. publishes *Daily Oklahoman, Oklahoma City Times* and *Farmer-Stockman*.

In their dissenting opinion, Comrs. Bartley and Hennock said, "It was not the purpose of our pre-hearing letter to achieve any change in policy on the part of Oklahoma Pub. Co. in the operation of its newspapers in Oklahoma City." They felt a hearing was required "to elicit on the record full information concerning all of the questions raised by the pleadings and correspondence before us."

Comr. Lee voted for a hearing and dissented without opinion.

Meanwhile, in action on other transfer cases last week FCC approved sale applications for WAAA Winston-Salam, N. C.; KVON Napa, Calif.; WHDM McKenzie, Ind.; WPFD Darlington, S. C., and WOHP Bellefontaine, Ohio.

WAAA was sold for $100,000 to a group associated with WONE-WIFE (TV) Dayton. President and treasurer of the new company, Camel City Broadcasting Corp., is Ronald B. Woodyard (52.8%), president and 27.7% owner of the Dayton stations and 50% owner of WTVQ (TV) Pittsburgh. Charles B. Daly, program director of the Dayton stations, will be general manager of the North Carolina 1 kw Negro-programmed independent station.

At Napa, KVON was sold for $45,000 to Oliver Fort Pearson, freelance radio-tv announcer and producer.

WHDM McKenzie was sold by Michael R. Freeland and associates for $50,000 to Earl S. and Gladys Nolting. Mr. Freeland and G. Paul Crowder have purchased WKTM Mayfield, Ky., subject to FCC approval [B•T, Jan. 10].

At Darlington, permit for WPFD was sold for $2,400 to Blue Ridge Broadcasting Co., licensee of WSNW Seneca, WBAW Barnwell, both South Carolina, and WGGA Gainesville, Ga.

At Bellefontaine, FCC approved acquisition of negative control by Theodore M. Nelson and David S. Gifford (50% each), through surrender of 30 shares of stock by W. P. Shannon.

MIAMI TV TRANSFER SET FOR ARGUMENT

STORER purchase of WMIE-TV Miami (now WGBS-TV on ch. 23) will be the subject of an oral argument before the FCC *en banc* Feb. 28, the Commission decided last week in granting, in part, a protest by WINZ-WMFL (TV) Miami [B•T, Jan. 24]. Decision was made with Comrs. Frieda B. Hennock and Robert T. Bartley dissenting, and Comrs. Rosel H. Hyde and John C. Doerfer issuing separate concurring opinions.

Protestant claimed that Storer bought WMIE-TV and the assets of WFTL-TV Fort Lauderdale in order to secure the NBC-TV affiliation in Miami. It also claimed that it was against the public interest to permit Storer to own a

Is there a GAP in your TV COVERAGE?

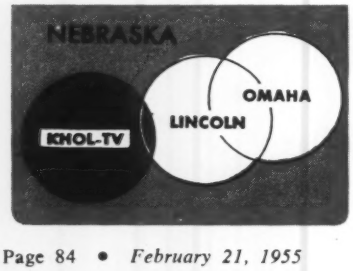
There *is* a gap—Mr. Advertiser and Mr. Time Buyer—if you aren't using KHOL-TV to reach the 403,300 prosperous people in Central Nebraska.

This 38-county market served exclusively by KHOL-TV has an effective buying power of $505,153,000. High per capita income is based on waterpower, irrigated farming, cattle, and light industry.

In little more than a year, KHOL-TV's strong schedule of CBS-TV, ABC-TV, NBC-TV, DuMont, and popular local shows has captured an entirely new TV market of 128,000 homes.

KHOL-TV's signal, now over 200,000 watts, easily reaches all of this major trading area in Central Nebraska and North Central Kansas.

To take advantage of this important link in Midwestern telecasting, contact A. B. McPhillamy at KHOL-TV, or call your Meeker representative today.



KHOL-TV

CHANNEL 13 • KEARNEY, NEBR.

Owned and operated by BI-STATES COMPANY

JACK GILBERT, Station Mgr.
Phone Axtell, Nebr. SH-3-4541

AL McPHILLAMY, Sales Manager

CBS • ABC • NBC • DUMONT • NETWORKS

tv station in Miami because of its ownership of six other tv stations throughout the country, of a newspaper in Miami and of a parts manufacturing firm (Empire Coil Co., New Rochelle, N. Y.). WINZ-WMFL also claimed that Storer planned to promote the use of uhf converters capable of receiving only ch. 23. WMFL holds a grant for ch. 33.

Commission set hearing issues generally as: (1) whether the purchase of WMIE-TV and of the assets of WFTL-TV by Storer resulted in depriving Fort Lauderdale of a second local service; (2) whether the move is contrary to the Commission's policies regarding multiple ownership and diversification of the media of communications. Burden of proof is on the protestant, the FCC said.

Although granting the WINZ-WMFL protest in part, the Commission ruled that it was not necessary to stay the effectiveness of its approval of the grant. FCC granted the transfer of WMIE-TV last December [B•T, Dec. 20, 1954]. What is now WGBS-TV began operating under special temporary authority immediately from a temporary site north of that city. It is now using a temporary 500-ft. tower at that site.

Comr. Hennock believed that a full hearing should be ordered immediately. Comrs. Bartley and Doerfer said they did not think the protestants had established themselves as parties in interest. Comr. Hyde did not agree with the terms of the order, but agreed with the decision to hold a hearing promptly.

Stay of Ch. 12 Milwaukee Sale Argued Before Judges

REQUEST for a stay order forbidding the FCC from approving the $2 million purchase by the Hearst Corp. of ch. 12 WTVW (TV) Milwaukee was argued in Washington Federal Court last week. Asking for the stay was Gran Enterprises Inc., whose application for ch. 12 in Milwaukee was returned without action by the FCC [B•T, Feb. 7].

The Gran application was filed early this month and sought the same frequency as is being sold by WTVW to Hearst. It was returned, the Commission said, because it violated an FCC rule that the same party may not have two applications pending for the same facility at the same time. L. F. Gran, principal owner of Gran Enterprises, is also 38.5% owner of WTVW. The Commission also said that the Communications Act prohibits anyone else from filing for a facility that is being sold. This was part of the McFarland Act amendments in 1952, and followed the short-lived post-war FCC policy of permitting anyone to meet the offer made by the proposed purchaser.

Heard by Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and Charles Fahy, Gran attorney Marcus Cohn argued that the FCC may not return an application without affording the proposed applicant a hearing. FCC attorney Daniel Ohlbaum contended that a stay should not be imposed because there was no showing of injury even if the proposed transfer is approved. He said that if Gran is entitled to a hearing it would receive one, but that it was not necessary to halt FCC action on the sale.

WTHT (TV) Hearing Slated

FCC last week scheduled for hearing the application of WTHT (TV) Wilmington, N. C., for extension of time to construct the ch. 3 facility. Comr. Hennock issued a dissenting statement and pointed out that the Commission's action is in marked contrast to the policy followed prior to the freeze and since 1948 in a number of individual cases.

like shooting fish in a barrel

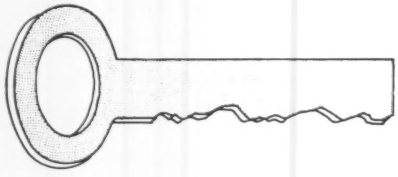
"How can you miss?" With coverage that reaches 429,000 families and a phenomenal share of audience, established VHF WTAR-TV not only blankets America's 25th market, but the eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Selling in America's Miracle Market gets to be more of "a snap" everyday.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO. INC

THERE'S ONLY ONE



Yes, The only KEY to the Tremendously Large and Rich NEGRO Market of

DURHAM – RALEIGH

And Eastern North Carolina

is

WSRC

DURHAM, N. C.

1410 Kc • 1000 watts

"Only station in Eastern North Carolina programming exclusively to this great Negro Market."

Over 200,000 Negro's with the highest income per capita of any area in America.

These Top Personalities rule the Roost in Eastern North Carolina.

HONEYBOY FORD

NORFLEY WHITTED

DELORES JONES

THE COUNT

For the full WSRC story Write, Wire or Phone

JOHN C. GREENE, JR.-MGR.

or our Reps.

Nationally—RAMBEAU

Southeastern—DORA-CLAYTON

Doerfer Lauds Merits Of U. S. Broadcasting

FRUITS of the American free enterprise system of broadcasting were enumerated by FCC Comr. John C. Doerfer in a speech prepared for delivery before the Commonwealth Club of San Francisco Friday.

Mr. Doerfer reviewed the principles used by Great Britain, Canada and the U. S. and then showed how the American system has benefited the public most. Great Britain maintains a government monopoly through the British Broadcasting Corp., which accepts no advertising. Canada has both a government system, Canadian Broadcasting Corp., which accepts advertising and privately-owned local and regional stations. The U. S. system runs on a private profit-making basis.

COMR. DOERFER

Comparisons made by Mr. Doerfer included:

• In Great Britain there are 4 million tv sets (one for each 12 persons); in Canada, 1.5 million tv sets (one for each 10 persons); in the U. S., 34 million tv sets (one for each five persons).

• In Great Britain, there are 13 million radio receivers (one for each 3½ people), in the U. S., 117 million radio sets (one for each 1½ persons).

• In Great Britain, $36 million appropriated for BBC operations; in U. S., $908 million gross revenues for 1953. In Great Britain, public paid $55 million for broadcast receiver licenses; in U. S., broadcasters paid income taxes of more than $50 million.

• In Great Britain, three services from 13 radio and 12 tv stations; in the U. S., 3,200 radio stations and 426 tv stations. In larger U. S. cities, public has service from 15 am and seven tv stations; there are at least 50 cities where no less than four am and two tv services are available.

In discussing good taste and self-regulation of programs, Mr. Doerfer praised the NARTB Code Committee. This committee "quietly, but in my opinion effectively, is making substantial progress in the elimination of matters not in good taste or constituting excessive advertising," Mr. Doerfer said.

Referring to 257 educational tv channels, Mr. Doerfer said that these reservations would be retained for a reasonable length of time. "At the present time," he said, "I am not aware of any moves to lift the overall reservations."

Mr. Doerfer also called attention to the great increase in classical music appreciation and in books, attributed in part to the influence of radio and tv.

Administrative Judge Status Sought For Hearing Examiners

HEARING examiners in the various government agencies, including the FCC, would become "administrative judges" at a salary of $14,000, under provisions of a bill introduced by Sen. Frederick G. Payne (R-Me.).

A similar bill was introduced in the 83d Congress by the late Sen. Pat McCarran (D-Neb.) [B•T, Aug. 9, 1954].

The hearing officers would be "subject in all respects to the canons of ethics and standards of conduct applicable to members of the federal judiciary." These administrative judges would be under the supervision of an Office of Administrative Procedure and after enactment of the bill (S 1018) would be appointed by OAP's director.

The appointments would be made "without regard to political affiliations and solely on the basis of character and fitness." Removal could be made only by a U. S. district court for misbehavior, neglect of duty or physical or mental disability.

The OAP director would assign the administrative judges to cases received from the various agencies, "having due regard for the special training and experience required . . . and the technical issues involved and the prior experience of the administrative judges then available . . . with the work of the agency involved in each particular case."

OAP would be governed by five commissioners appointed by the President, and serving terms of five years. The President would designate one commissioner as chairman from time to time. Membership would include: a U. S. circuit judge, a federal employe expert in federal administrative law, a member of an independent federal regulatory agency, a professor of law and a lawyer active in private practice in administrative law.

The 83d Congress' McCarran bill (C 1708) did not call for an Office of Administrative Procedure, but, instead, provided for appointment of the hearing examiners by the President, with "the advice and consent of the Senate."

The Senate Judiciary Committee, which reported favorably on the McCarran bill last year, said at the time that the action was urged by the American Bar Assn. The committee said it "specifically avoided including in the bill any provision" for an Office of Administrative Procedure. Such an office, the committee said, was "being considered" by the President's Committee on Administrative Procedure and by a task force of the Hoover Commission."

No report concerning OAP has been issued by the Hoover group.

Sen. Payne's bill was referred to the Senate Government Operations Committee.

Initial Comments Favor Low Power Tv Proposal

FIRST comments on the FCC's proposal to permit tv station operation with 100 w [B•T, Dec. 27, 1954] have all been favorable. Deadline for comments is this Friday.

WLAG LaGrange, Ga., asked that the FCC permit low power operation on vhf channels where possible. It pointed out that 50% of LaGrange's homes had tv sets capable of receiving three vhf signals from Atlanta, 64 miles away, and one vhf from Columbus, 41 miles away. It said that channels 3, 8 and 10 could be operated in LaGrange under the low power concept. LaGrange is allocated ch. 50 in the FCC's Table of Allocations.

Favorable attitude toward the FCC proposal was also voiced by the U. of North Dakota, Grand Forks, N. D., and Miami U., Oxford, Ohio. Both expressed the belief that low power operation would be a decided boost for educational tv.

The FCC proposal would permit 100 w operation, with no antenna minimum, on channels assigned to communities with populations of 50,000 or less. It also asked for comments regarding the establishment of satellite stations, as proposed by Sylvania Electric Co. last year.

$3.7 MILLION SALE OF WDEL-TV FILED

Paul F. Harron buys Steinman station and surrenders CP for ch. 23 WIBG-TV Philadelphia.

APPLICATION for FCC approval of the $3.7 million sale of WDEL-TV Wilmington, Del., by J. Hale and John F. Steinman to Paul F. Harron, owner of WIBG-AM-FM Philadelphia [B•T, Jan. 24] was filed last week.

WDEL-TV went to maximum 316 kw power early this month and is putting a Grade A signal into Philadelphia from its transmitter site, five miles out of Wilmington toward Philadelphia. The Wilmington station was an NBC-TV affiliate until it increased its power. The affiliation reportedly was cancelled because of overlap with NBC-TV affiliate WPTZ (TV) Philadelphia.

Permit for ch. 23 WIBG-TV Philadelphia has been surrendered, it was said.

Mr. Harron is also the principal owner of a New York and Philadelphia wired-music company, of the Atlantic City Racing Assn., and an outdoor swimming pool. He said he plans to consolidate WDEL-TV with his WIBG properties and possibly have minority stockholders.

Payment for the Delaware capital's tv station will be in cash, the application showed, with $350,000 from Mr. Harron, a $1.5 million loan from the Pennsylvania Co., and a $600,000 loan from the Seaboard Broadcasting Corp. (licensee of WIBG-AM-FM)—which, in turn, is borrowing that amount from the Pennsylvania Co., and $1,262,500 from a group of Philadelphia businessmen.

The application showed Mr. Harron as having total assets of $1,425,500 and total liabilities of $1,372,000 as of Feb. 12, 1955. His annual net income for both 1953 and 1954 was in excess of $30,000, the application said.

Seaboard Broadcasting Corp. balance sheet as of Dec. 31, 1954, showed total assets of $1,028,526, with current assets $148,559 and current liabilities $196,666. Total long term debt was placed at $225,000 and earned surplus at $319,330.

WDEL, on 1150 kc with 5 kw, and its fm affiliate remain in the hands of the Steinman brothers. They were sold to the Steinman-owned Delmarva Broadcasting Co. for $250,000 and approved by the FCC early last week. The Steinmans also own WGAL-AM-FM-TV Lancaster, WLEV-TV Bethlehem, WORK York, WRAW Reading, WEST Easton and WKBO Harrisburg, all in Pennsylvania. They also publish the *Lancaster Intelligencer-Journal* and *New Era*.

WDEL Inc.'s balance sheet as of Jan. 31, 1955, reflecting the transfer of WDEL-AM-FM, showed current assets of $618,573, current liabilities of $176,567 and net worth of $929,404.

Involved in the sale are 12,500 shares of common, voting stock and 38,300 shares of common, non-voting stock, carried at $2 par. All are owned by the Steinmans and their families, except for a minority of non-voting certificates owned by Steinman stations executive Clair McCollough and several others.

KGTV (TV) Tries Again In Bid for Now-Educ. V

PETITION for reconsideration, in its efforts to gain temporary authorization to operate on educational, reserved ch. 11 in Des Moines, was filed with the FCC by ch. 17 KGTV (TV) Des Moines last week. FCC in mid-January turned down the uhf station's request for special temporary authority to operate on ch. 11 until an educational applicant was granted [B•T, Nov. 8, 1954].

In answer to FCC objections, KGTV suggested it be given normal, six month STAs, to be extended until an educational tv grant is made. Originally, KGTV asked for a minimum three-year protection.

The Des Moines uhf station also suggested the following alternatives:

(1) Combined ch. 11 and 17 operation; (2) ch. 11 operation and ch. 17 permit held or surrendered; (3) ch. 17 operation with ch. 11 operated as a satellite; (4) experimental operation on both frequencies.

If not, KGTV asked that rule-making be instituted to change its channel from 17 to 11.

KGTV began in November 1953 and said in its original petition that it was losing $10,000 a month (with a high of $35,000 lost in June 1954). Just before the second vhf station began operating, KGTV had cut its losses to $3,000 a month, it said. It said it had spent $35,000 on conversion promotion and that about 40% of the receivers in the Des Moines area had been converted. It offered 8-10 a.m. every day to educational institutions if it was given permission to operate on ch. 11.

WWBZ DENIAL PROPOSED ON BASIS OF RACE NEWS

Station says that only limited data are presented and that such news is delayed at least a half-hour after the end of the race. FCC argues WWBZ information aids illegal interests.

ALTHOUGH WWBZ Vineland, N. J., claims there hasn't been a bookmaker in town for six months and local police have assured the station there is nothing objectionable about its horse race programs, the FCC Broadcast Bureau last week said it doesn't agree and feels the WWBZ license should not be renewed.

Both the Broadcast Bureau and WWBZ filed proposed findings on the record of the license renewal hearing held before Chief Examiner James D. Cunningham. In its brief, WWBZ says there are eight race tracks within driving distance of Vineland and 200 days of racing each year, hence there is a large and legitimate interest among track workers, horse owners and others.

The station points out, however, that since June 1953 only limited data on race results is presented, the news is delayed at least a half hour after the end of a race and is supplied by UP over regular common carrier teletype lines. WWBZ cites that racing news is only a minor part of its program service and contends it airs a variety of other shows, all of which take precedence over race news.

WWBZ's brief also points out that the U. S. Attorney General has recommended legislation to curb interstate transmission of gambling information, but excludes legitimate racing news destined for radio-tv stations and news publications [B•T, Feb. 14, Jan. 31]. WWBZ's brief was submitted by A. L. Stein, Washington radio-tv attorney.

The Broadcast Bureau pleading charges "the facts in this case establish that the horse race results and mutuels broadcast by WWBZ are of assistance to, and have been used by, persons engaged in illegal activities in connection with betting on horse races."

The FCC brief notes "the WWBZ announcers are instructed specifically to announce the names of the horses clearly and to announce the

HOW TO TURN A "HOT" PROPERTY INTO COLD CASH:

BUY CESAR ROMERO...
always a big name—now even bigger! (Current top-budget motion pictures, plus high-rated tv appearances prove it)

IN PASSPORT TO DANGER...
a high-tension series of world-wide adventure...

TO SELL YOUR PRODUCT
to his vast ready-made audience! Other top advertisers are selling their products with this show. Why don't you?

CESAR ROMERO, starring in...

PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

results of the mutuels slowly, which allows ample time for bookmakers to reduce to written form the information as it is being broadcast." The Broadcast Bureau points out WWBZ was cited as useful to bookmakers in the 1950 decision denying renewal to WTUX Wilmington, Del. [later reconsidered and granted] and comments WWBZ has failed to modify its policy until put on notice by FCC.

Theatre Owners Pledge Resistance to Toll Tv

FULL BACKING of the Joint Committee on Toll Tv in its fight against subscription television was promised last week by the Theatre Owners of America. The TOA board and executive committee met in Washington's Mayflower Hotel.

A grass roots campaign—including kits to exhibitors and clinics to be held throughout the country—was formulated to combat the exhibitor's nightmare, a box office in the home.

Alfred Starr, TOA executive committee chairman—and co-chairman of the Joint Committee—termed the promotion advocating pay-tv "incredible propaganda." He said the FCC's decision in denying the Zenith petition for immediate authorization of subscription tv was "wise" and its approach to the question, by inviting comments on a whole series of questions [B•T, Feb. 14], "absolutely inevitable considering the great issues involved. . . ."

Mr. Starr said that the Joint Committee hopes other groups will join. He mentioned broadcasters, advertising agencies, organizations devoted to saving downtown shopping areas, transit companies, industries allied with theatre exhibition, and others "representing untold millions in investments" as among those he expects will join the Joint Committee.

Walter Reade Jr., chairman of the TOA board (and owner of WRTV [TV] Asbury Park, N. J.) said that some advertising agencies had been heard from.

The TOA resolution backed the Joint Committee in countering "fantastic propaganda that promises all things to all men . . . mutually contradictory statements. . . ." It stated that authorization of pay tv would create "chaos" in the entertainment field.

TOA spokesmen said they were happy that the FCC reversed itself regarding its power to authorize subscription tv as broadcasting. The FCC last year told the House Commerce Committee that it felt pay-see is broadcasting if in its view it was in the public interest to authorize it as such.

Among the spokesmen was E. D. Martin Jr., TOA president and principal in Martin Theatres of Georgia (75% owner of WDAK-AM-TV Columbus, Ga., and 35% owner of WJBF-AM-TV Augusta, Ga.).

Ike on Closed-Circuit

PRESIDENT EISENHOWER will appear on closed-circuit television at a session of the Inter-American Investment Conference in New Orleans on Feb. 28. The conference, co-sponsored by Time Inc. and the city of New Orleans, will bring together some 500 U. S. and Latin American businessmen to discuss problems associated with U. S. investments south of the border and the prospects for future business.

President Eisenhower's talk will be telecast by Theatre Network Television's Tele-Sessions Division.

Demo Barbs Ready For McConnaughey

FCC Chairman George C. McConnaughey is going to face some irate Democrats when he goes before the Senate Commerce Committee Wednesday morning for a hearing on his nomination to the Commission.

Two of the Democratic senators—one the chairman of the powerful Senate committee—have made known their intentions of asking the FCC chairman some questions. There are likely to be others.

As the time drew near for Mr. McConnaughey's hearing an issue arose last week which may turn out to be the most explosive of the several in store for the FCC chairman. This was the "turnabout" testimony of an FCC witness in the Edward Lamb case (see story, page 82).

It was understood Thursday that Sen. A. S. Mike Monroney (D-Okla.) definitely will ask Mr. McConnaughey about the Lamb renewal proceedings. Mr. McConnaughey's shaky tenure as FCC chief began last Oct. 4 after his interim appointment by the President and subsequent nomination. His confirmation was blocked by Democrats in a special Senate session last November on grounds it was "controversial" [B•T, Nov. 15, 1954].

Committee Chairman Warren G. Magnuson (D-Wash.) also has said he will question Mr. McConnaughey [B•T, Feb. 7].

Sen. Monroney late Thursday said Mr. McConnaughey can expect some questions about the Lamb case. "We want to find out what future course the FCC intends to pursue in its license renewal proceedings," he said.

The Oklahoman said he "wouldn't want" to comment on the merits of a proposal by FCC Examiner Herbert Scharfman, who has been hearing the Lamb case, to throw out the testimony of Marie Natvig. Mrs. Natvig reversed previous testimony against Mr. Lamb and said she had been "brainwashed" by FCC attorneys at the time she testified against Mr. Lamb.

Sen. Monroney said fellow Democratic Sen. Estes Kefauver (Tenn.) has said he may want to question the FCC chairman at the upcoming hearing about "some letters" he has received, critical of Mr. McConnaughey [B•T, Nov. 29, 1954].

Queried on whether he would be willing to do the asking for any questions Sen. Kefauver may want to present, Sen. Monroney said he has not been requested to do so by the Tennessean and does not want to "anticipate" what he would do.

Other matters likely to come up at the hearing are the FCC chairman's views on de-intermixture of uhf-vhf in the same markets or areas. Mr. McConnaughey, at the committee's hearing last November, told the senators he had not been at the FCC long and wanted to make a "study" of the problems involved.

At the November hearing Mr. McConnaughey also was questioned about whether he was connected with an alleged GOP patronage group which was said to be clearing govern-

is on WKBT *

Why Aren't You?

LARGE-ECONOMY-SIZE MARKET

You get a lot of market for your money when you buy time in La Crosse. Statistics show that TV homes have been increasing here at the rate of 155 per day. Who lives in these TV homes? Prosperous people—with an effective buying income of $4020 per family—way above the national average! $100,000,000 in annual sales are run up by manufacturing here... $10,000,000 a year in farm income. It makes sense to advertise in La Crosse!

Success attracts success! That's why WKBT — a success from the minute it opened its doors — attracts programs like "I Love Lucy," latest addition to WKBT's celebrity-loaded programs. What makes WKBT's success? The *quality* of the market it covers! A market new to TV — a market growing richer and bigger all the time — and best of all, an *exclusive* market. Only WKBT — no other station — reaches the 52,000 TV homes of La Crosse and vicinity. You couldn't invest your TV ad dollars more profitably!

*Lucy and husband Desi star in "I Love Lucy" WKBT, Mondays, 8 P.M.

WKBT

CHANNEL 8

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

LA CROSSE WISCONSIN

NBC • CBS • ABC • DuMont

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, Inc.

ment jobs in and out of the civil service. At that time he denied knowing of such a group and said he had always held to the civil service's merit system of awarding jobs.

The McConnaughey nomination was reported favorably by the committee last November by a GOP-only vote under the committee chairmanship of Sen. John W. Bricker (R-Ohio), a "life-long" friend. But the nomination was blocked by Democrats later on the Senate floor. Mr. McConnaughey formerly was member and chairman of both the Renegotiation Board and of the Ohio Public Utilities Commission.

2,003-FT. TOWER ASKED BY WHAS-TV

WHAS-TV Louisville has asked the FCC to approve a cloud-scraping, 2,003-ft. tv tower two miles north of Mt. Washington in Bullitt County, Ky. Application for the new facilities —to cost almost $1¼ million—was filed last week.

At present, the CBS-affiliated, ch. 11 WHAS-TV has its 600-ft. tower in downtown Louisville, at the corner of Sixth and Broadway, across the street from its studio building.

The new site, at which a triangular, guyed structure will be be constructed following FCC approval, is 17 miles southeast of Louisville. WHAS-TV informed the Commission that this was the thirteenth site it had studied and the fifth on which it had taken options. In referring to aeronautical considerations, WHAS-TV offered to move, at its own expense, an existing navigational marker.

The 2,003-ft. height will make the proposed WHAS-TV antenna the tallest man-made structure in the world. At the present time, KWTV (TV) Oklahoma City rears 1,572 ft. above ground. The Empire State Bldg. tv antennas (for all seven New York stations) runs from 1,400 to 1,450 ft. above ground. Other tall tv towers are KGUL-TV Galveston, 1,200 ft.; WLWA (TV) Atlanta, 1,326 ft., and WFAA-TV and KRLD-TV Dallas, 1,521 ft. Proposed are a 1,610 ft. antenna for KSWS-TV Roswell, N. M., and 1,933 ft. antenna for WSLA (TV) Selma, Ala. Both have run into objections by military members of the Washington Airspace subcommittee and are pending FCC action.

WHAS Inc.'s condensed balance sheet included with its application to move its transmitter site showed that the *Louisville Courier-Journal* and *Times* broadcast operation has total assets of $2,229,244, of which $1,697,547 are current. Total liabilities amount to $424,453 and earned capital is shown at $384,000. The application also showed that WHAS Inc. had a yearly net income after federal taxes of $328,264 in 1953 and of $364,051 in 1954.

Capp Resigns Boston Ch. 5 Stockholdings

PETITION to reopen the record in the Boston ch. 5 tv contest so as to show withdrawal of cartoonist Al Capp from Massachusetts Bay Telecasters Inc. was filed with FCC last week. Mr. Capp has resigned from a stockholders' committee and his firm, Fosdick Productions Inc., has relinquished its 1.92% holding in the applicant.

Mr. Capp, whose comic strip "L'il Abner" became a subject of controversy during the hearing when a 1951 report of a New York State legislative inquiry was introduced [B•T, Dec. 6, 1954], said he withdrew in order to free the applicant from what he considers is a personal dispute with a business competitor in the cartoon field.

Mr. Capp denied that the cartoons attributed to him in the legislative report were actually his and charged that they were altered and forged. The report was concerned, in part, with cartoon pornography.

Attached to the petition was a statement by Mr. Capp citing expert analysis of the cartoons in dispute, which analysis showed "that the objectionable features found in the drawings published by the committee were not found in my original work, but rather were inserted" by another person.

Mr. Capp's letter to Massachusetts Bay Area Telecasters said "the evidence you accumulated, however, was and is of great value to me. Only last Wednesday, the Board of Governors of the National Cartoonists Society, including the foremost cartoonists in America, such as Walt Kelly, Milton Caniff, William Mauldin, Rube Goldberg, Alex Raymond and others, suspended the man responsible from membership in the Society for, among other reasons, changing, altering and tampering with my work."

Also attached to the petition was a copy of a letter by the cartoonists society suspending Ham Fisher "for conduct unbecoming a member." It was dated Feb. 9.

Other contestants for ch. 5 include WHDH, WCOP, DuMont and Greater Boston Television Corp. The case is pending before Chief Hearing Examiner James D. Cunningham.

Applications at FCC Ask N. D. Satellite, Reno Tv

APPLICATIONS for satellite operation at Bismarck, N. D., and a new tv station at Reno were filed with the FCC last week.

Satellite operation on ch. 12 at Bismarck was proposed by North Dakota Broadcasting Co., operator of KCJB-AM-TV Minot and KXJB-TV Valley City. The proposed ch. 12 station will operate as a satellite of ch. 4 KXJB-TV.

Studio and transmitter location of the pro-

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
• Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
• Beats Network Station B Twelve Times!
• Beats Indie Station B Twelve Times!
• Beats Network Station C Twelve Times!
• Beats All Other Stations Combined Twelve Times!
• Beats Indie Station A Twelve Times!
BILL PIERCE...SCRANTON'S TOP SALESMAN FOR 25 YEARS
. . Ask Meeker . . .
WQAN
SCRANTON, PA.
*November 1954

HOW TO GO BIG-TIME IN TV WITHOUT OWNING FORT KNOX

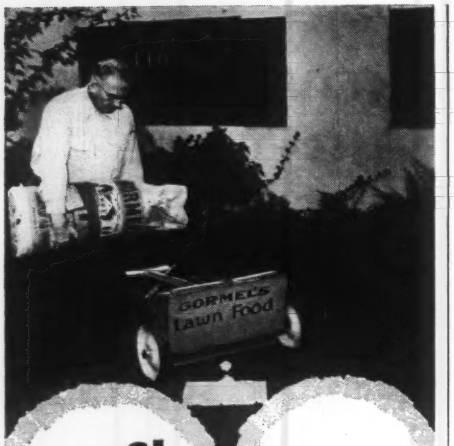
Buy PASSPORT TO DANGER . . . hottest property available to local and regional advertisers! This is a brand-new, bang-up show, the kind only the big networks can usually afford to put on . . . and it's yours at a remarkably low cost, well within the reach of almost all local sponsors. Nothing else you can buy gives you a star like this . . . slick production . . . elaborate foreign settings. And what a promotion you can build around the magic of Romero's name! No wonder Blatz Beer, Welch Grape Juice, and other "savvy" advertisers have already snapped it up. Better check your market . . . contact one of the offices below.

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS



Shotgun Technique

produces fertile lawn food sales . . .

People from near and far said, "I heard it on WHAM Radio," as they bought carloads of lawn food from Gormel's Garden Store. Buyers came in response to a "trial" 4-week spot campaign on WHAM. Shotgun technique radio spot announcements cleared out a warehouse full of lawn food. In one month WHAM Radio moved over 300 tons of lawn food—enough to feed 6,000,000 square feet.

Gormel's intimate message on WHAM Radio impressed many new and young homeowners "that high quality need not be high priced." Mr. Gormel sensed a new feeling of confidence in contacts from old, as well as new customers. As he expressed it, "I can only account for this attitude change by citing WHAM's direct personal appeal."

So successful was this "trial campaign," the client maintained the announcements for several months, and since has purchased program time and additional spots.

Success like this is the rule rather than the exception for WHAM personalities. Why not put this sales push behind your product or service?

50,000 watts • clear channel • 1180 KC

WHAM

ROCHESTER RADIO CITY

The Stromberg-Carlson Station

AM-FM ★ NBC Affiliate

Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

posed satellite was specified as the State Capitol Building. Local commercial accounts will be handled and local actvities in connection with the state government will be televised, the application disclosed. Staff plans call for three engineers. One 16mm projector and slide equipment will be provided at the Bismarck studio.

The proposed satellite will operate with an effective radiated power of 13.3 kw visual and 6.65 kw aural, with antenna 311 ft. above average terrain. Construction cost was estimated at $49,550, with first year operating cost $36,000 and revenue $60,000.

Principal stockholder of North Dakota Broadcasting is Jamestown Broadcasting Co., licensee of KSJB Jamestown, N. D. John W. Boler is president of both companies.

At Reno, a new tv station on ch. 4 was proposed by Nevada Telecasting Corp., owned by Robert C. Fish, Fresno real estate investor and businessman.

The proposed station will operate with an effective radiated power of 27.5 kw visual, 16.5 kw aural with antenna 322 ft. below average terrain.

FCC Approves Two New Am's; Changes Given KXOL, KGSM

TWO new standard stations at Oxford, Miss., and West Warwick, R. I., were granted by the FCC last week.

At Oxford, new 1 kw daytime station on 1420 kc with 1 kw was granted to Ole Miss Broadcasting Co. Ole Miss is owned by E. O. Roden (50%), owner of WBIP Booneville, and 30% owner WTUP Tupelo, both Mississippi; G. A. Pribbenow (33%), and W. L. Dove (17%), 40% owner WTUP. Mr. Roden and associates own identical partnership interest in WAZF Yazoo City, Miss.

The Oxford 1420 grant is subject to condition of accepting interference from proposed operation on 1430 kc by Tri-State Broadcasting Service at Memphis, Tenn.

At West Warwick, a new 250 w fulltime station on 1450 kc was granted to W. Paul Oury, real estate owner and former owner of WERI Westerly, R. I.

Meanwhile, KXOL Ft. Worth, Tex., received FCC approval to increase its daytime power from 1 kw to 5 kw, using present power of 1 kw night on 1360 kc with directional night.

KSGM Ste. Genevieve, Mo., also received FCC approval to change from directional antenna fulltime to directional antenna night only operating fulltime on 980 kc with 500 w.

Initial Decision Favors WLEW Facilities Change

INITIAL decision proposing to permit WLEW Bad Axe, Mich., to change from daytime operation on 1540 kc with 250 w to unlimited operation on 1340 kc with 250 w was issued last week by FCC Examiner William G. Butts.

The decision concluded that WLEW's proposed operation would not cause objectionable interference to WBBC Flint, Mich., and that the area within the normally protected contour of WEXL Royal Oak, Mich., receiving objectionable interference, will receive primary service from various other stations.

WLEW's proposed operation would give Bad Axe its first primary nighttime and first local nighttime service.

Meanwhile, FCC by separate order, dismissed the protest of WMAL Washington, D.C., to the Commission's grant of the application of WGMS Washington, to change operation on 570 from 1 kw daytime to 5 kw day and 1 kw night, unlimited time with transmitter-antenna site at Bethesda, Md., utilizing directional day and night. The FCC modified the WGMS grant to hold it responsible for installation and adjustment of suitable filter circuits to prevent cross-modulation.

The FCC also dismissed protest of WWSW Pittsburgh, against the Commission's grant to WATH Athens, Ohio, to change from 1540 kc 1 kw daytime to 970 kc 1 kw daytime. The Commission found that WWSW was unable to show that it will receive interference from the proposed WATH operation.

FCC ACTS ON KPIX (TV) 'SABOTAGE'

VIOLATION of FCC rules and the Communications Act was cited by the Commission last week in its first interim report concerning equipment damage and tampering which prevented KPIX (TV) San Francisco from broadcasting last December 14 [B•T, Dec. 27, 20, 1954].

Orders also were issued to suspend for 90 days the first class radiotelephone operator licenses of three KPIX transmitter engineers, Roald W. Didriksen, Carlton R. Schwarz and Anthony Severdia. They were granted 15 days in which to request hearings.

The damage to KPIX technical facilities was reported by the station following a walkout of National Assn. of Broadcast Engineers and Technicians on Dec. 14. FCC instituted an inquiry a week later on its own motion. The labor differences since have been settled.

While the first interim report concerned transmitter facilities, FCC explained damage of studio facilities also had been disclosed and would be covered in another report.

The interim report said in part:

As a result of an investigation conducted to date it seems apparent that both at the transmitter and at the studio of station KPIX actions were taken during the early morning of Dec. 14, 1954, to render the station inoperative by unauthorized tampering and maladjustments of controls, concealing of essential equipment, disconnecting of wires, etc. This action is believed to constitute damage to radio equipment within the meaning of Sec. 303(m)(1)(c) as well as interference with radio communications and signals in violation of Sec. 13.69 of the Commission's rules. It is also clear from the investigation that such actions were willful and deliberate rather than inadvertent or accidental.

With respect to the disabling actions taken at the transmitter of Station KPIX sufficient evidence has been developed by the Commission's investigation to indicate that responsibility for initiating or permitting such actions rests with certain specific individuals. Accordingly, proceedings are being instituted against these individuals looking towards suspension of their licenses pursuant to the provisions of Sec. 303(m) of the Communications Act of 1934, as amended. Investigation to fix responsibility for the actions which took place simultaneously at the KPIX studio are continuing and a further report with respect to this aspect of the investigation will be forthcoming.

In its respective suspension orders issued to the three KPIX transmitter engineers, FCC said each "willfully damaged or permitted radio apparatus or installations at KPIX to be damaged within the meaning of Sec. 303(m) (1) (c)" of the Act and "willfully or maliciously interfered with radio communications of station KPIX in violation of Sec. 13.69" of the Commission rules.

Meanwhile, FCC last week issued suspension orders for 60 days against two radio operators at KEAR San Mateo, Calif., in connection with unauthorized shutting down of the station on the morning of Oct. 5. KEAR was involved in a strike by both NABET and American Federation of Television and Radio Artists [B•T, Oct. 11, 1954]. The suspended operators, Howard A. Chamberlin and Fred P. Muller, also were given 15 days to request hearings.

Storer Stockholders Approve Stock Split

Present stockholders will be given chance, through underwriters, to subscribe to new issue. Dividend hike set.

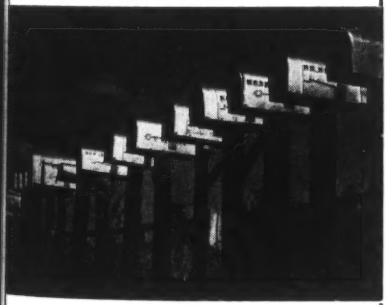
STORER BROADCASTING Co. stockholders approved a share-for-share stock distribution to all common stockholders of record Feb. 25 at a meeting in Miami last week [B•T, Feb. 7]. At the same time, George B. Storer, president of the company bearing his name, announced a hiked initial quarterly dividend of 30 cents per share to common stockholders of record March 1.

Currently outstanding are 262,750 shares of common, and 843,250 shares of common B stock. Stockholders also approved the sale of an additional 262,750 shares of new common stock, which will be offered to the public through underwriters at an early date. Proceeds of this new issue will be used to redeem all of the 15,000 shares of 7% preferred stock (97% owned by Jefferson Standard Broadcasting Co.) and the reduction of long term indebtedness.

Stockholders will be given an opportunity to subscribe to the new issue, through underwriters, at a price to be determined prior to the offering of it to the general public.

Jefferson Standard owns WBT-WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C., and has a 16.5% interest in WFMY-FM and WFMY-TV Greensboro, N. C.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

Texas Calling Moscow

TRANSATLANTIC phone call to Moscow was placed by Gordon McLendon, president of KLIF Dallas, Tex., to Charles E. Bohlen, U. S. Ambassador to Russia, to obtain a first hand statement from the ambassador on the resignation of Premier Georgi Malenkov on Feb. 8. Mr. McLendon, who telephoned as soon as he heard of the resignation, reported that the telephone company was not able to complete the call until Feb. 14. The telephone interview—which Mr. McLendon said he believed was the first the ambassador had since the Kremlin shakeup—was aired on KLIF.

The increased quarterly dividend places the newly split stock on a dividend rate of $1.20 per share yearly, or the equivalent of $2.40 for the pre-split stock. The annual dividend rate of the pre-split stock was formerly $2, it was explained.

WFLA-TV On Air Today; KBET-TV Begins in March

THE FIRST television station for Tampa, Fla., WFLA-TV, is set to begin telecasting a nighttime schedule of NBC-TV programs today (Monday), the station has announced. Its debut will increase to 423 the number of tv stations on the air with regular programming.

WFLA-TV, owned by the *Tampa Tribune*, expects to carry an 18-hour daily program schedule beginning Feb. 28. The ch. 8 station will operate with maximum 316 kw using a 1,054-ft. tower, which it says is the tallest in Florida. George W. Harvey is general manager and Blair Tv Inc. national sales representative.

Another new tv station, KBET-TV Sacramento, Calif., will operate at full 316 kw when it begins commercial programming about March 14. The station, on ch. 10, is the first vhf and second tv there. Its antenna height is 2,500-ft. above sea level. KBET-TV claims a total of 290,674 tv families in its Grade A and B coverage area.

Guzik Loses Two Motions On Alleged Crime Series

JACK (Greasy Thumb) Guzik, an alleged Capone gang figure, lost two rounds last week in his legal bout with ABC's WBKB (TV) Chicago over a proposed series of telecasts purportedly involving the Chicago Crime Commission [B•T, Feb. 14].

He lost round one in Chicago Federal District Court Monday when Judge Win G. Knoch denied his motion for an injunction to restrain the station from using him in any series on criminals. The following day he was turned down on a request for the programming records of American Broadcasting-Paramount Theatres Inc. and also denied the right to obtain a deposition from Sterling C. (Red) Quinlan, vice president in charge of WBKB.

On his injunction plea, the court ruled that Mr. Guzik had apparently overlooked one thing—he hadn't notified Mr. Quinlan he would be a defendant. That part of the case is still pending and can be heard later.

John B. Moser, ABC Chicago attorney, accused Mr. Guzik of "tilting at windmills" and asserted "there is no program scheduled that mentions the name of this man." ABC reportedly had originally scheduled the series op-

BEST DOGGONE SPY STORIES SINCE MATA HARI

And **CESAR ROMERO** stars in them as Steve McQuinn, globe-trotting diplomatic courier. The people you want to reach will follow Romero . . .

into a strange adventure which starts in a Budapest prison . . .

on the trail of a missing scientist in Tangier . . .

through a near uprising in Casablanca . . .

on a rescue mission in Ankara . . .

as he risks his life for a lady in Madrid . . .

even to the inner chambers of the fabulous Scotland Yard.

What a show! What a star! What a sure-fire selling vehicle! Better reserve your market . . . now!

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

posite NBC-TV's *This Is Your Life* but the time was purchased for a Junior Achievement series.

A petition asking the FCC to issue a cease and desist order forbidding WBKB from carrying the alleged proposed program and also instituting action to revoke its license, also filed two weeks ago by Mr. Guzik, is still pending Commission action.

Judges Urge Camera Coverage Of Naturalization Ceremony

NATURALIZATION CEREMONIES of 70 United States citizens were filmed by WKY-TV Oklahoma City, the "first time," according to the station, that television cameras went into Federal District Court there.

Judge Edgar S. Vaught granted WKY-TV permission to cover the ceremony after a conference with three federal judges who expressed the view that too few persons have the opportunity to see a ceremony of this type.

WKY-TV news cameramen, who shot the scene with natural light, made effective use of Eastman-Kodak's Tri-X film, according to the station.

WGAR Reports Record Quarter

RECORD NUMBER of 325 local and national accounts during the last quarter of 1954 has been reported at WGAR Cleveland by Bob Forker, sales manager. The station has added an all-night show to accommodate additional advertisers, and a rotating spot plan has been put into effect to provide early morning and late afternoon announcements with more ample exposure, the station said.

Record Marathon in New Orleans

NEW ORLEANS will never forget "Shtiggy Boom"—the record that last week created a musical tornado lasting more than 58 hours.

The idea, dreamed up by Bill Stewart, program director of WNOE New Orleans, was to publicize the station's new all-night broadcasting schedule. To get its point across, WNOE played "Shtiggy Boom" a total of 1,349 times, starting at 6 a.m. last Monday and finally grinding to a halt at 4:42 p.m. Wednesday. The only breaks in the "continuity" were newscasts, commercials and broadcasts of feature races from the Fair Grounds.

The promotion did not go unnoticed, as both official and public reaction evidenced. The phone company temporarily discontinued service to WNOE because of the avalanche of calls. The Police Dept. made an investigation and the FCC also inquired into the matter because of calls it had received.

When the recordthon did come to an end, composer Al Jarvis was on the scene, as was Mayor Delesseps Morrison, who ordered a halt to the musical exhibition. Mr. Jarvis, a Hollywood radio-tv personality, earlier wired the station that he was flying to New Orleans "to plead with you to cease and desist in this murder." Mr. Jarvis, it is reported, is a good friend of Mr. Stewart.

THE TWO durable disc jockeys who took part in the "Shtiggy Boom" promotion are Bill Elliott (l) and Bill Stanley (r). Bill Stewart, program director, indicates with a sign that the campaign has crossed the half-way mark—they called it quits after 1,349 plays.

WFAA-TV-KRLD-TV Tower Construction Begins Feb. 8

CONSTRUCTION began Feb. 8 on the world's second tallest man-made structure, the tv tower to be shared by KRLD-TV and WFAA-TV Dallas, Tex. The installation, situated approximately 18 miles south of that city, will measure 1,521 ft. above ground, 1,685 ft. above average terrain and 2,349 ft. above sea level, according to WFAA-TV. The tower will have twin antennas and an elevator to carry maintenance workers to the 1,400-ft. level. The two stations will have separate transmitter buildings on the 254-acre site with work scheduled for completion late this summer. WFAA-TV will install a 50 kw RCA transmitter, fully-equipped for colorcasting, and has scheduled a power increase from 274 kw to 316 kw. It is reported that the entire project will cost about $2 million.

WRCA-TV Plan Signs Two

SIGNING of the first two sponsors under WRCA-TV New York's "14-50 Sales Plan" [B•T, Feb. 14] was announced last week by Jay Heitlin, sales manager of the station. Sponsors are Keebler Biscuit Co., Philadelphia, through McKee Albright, Philadelphia, for a 10-second ID schedule for four weeks, starting March 7, and the Buitoni Foods Corp., Hackensack, N. J., through Albert Frank-Guenther Law, New York, for a 10-second announcement schedule for 13 weeks, starting last Wednesday.

Under the plan an advertiser who purchases fourteen 10- or 20-second station breaks on a Sunday through Saturday week will receive a 50% discount on those breaks in "D" or "C" time. The plan applies essentially to station breaks prior to 5:59 p.m. daily and after 11:15 p.m. daily, including the *Tonight* series and one-minute participations in designated programs.

Barnes Takes WISN Post

APPOINTMENT of Patt Barnes as program director of WISN Milwaukee was announced last week by I. E. Showerman, general manager of the station. Mr. Barnes entered broadcasting in Chicago more than 20 years ago.

MR. BARNES

In 1925, he introduced what was described as radio's first daily serial, titled *Jimmy and Maw in the Attic.* Two years later he produced, directed, wrote and acted in an early transcribed radio program, a drama by Courtney Riley Cooper. He recently has been associated with WOR New York and WRCA New York.

WOR-AM-TV Sales Changes

REORGANIZATION of the sales staff at WOR-AM-TV New York and promotions of William McCormick, regional sales manager of both WOR and WOR-TV, to assistant sales manager of WOR, and Robert J. Kolb, WOR account executive, to regional sales manager for both stations in New England, New Jersey, Pennsylvania, Delaware and Maryland, have been announced by Bill Dix, station's sales manager.

Jan. Billings Up at WHUM-TV

SIGNING of 47 contracts during January totaling $119,870 in gross billings has been announced by WHUM-TV Reading. During January 1954, a spokesman noted, the station signed 11 contracts amounting to $8,500.

RCA TUBES
in stock at
ALLIED!

IMMEDIATE DELIVERY

RCA-5762/7C24. Power Triode—can be used with FCC approval as direct replacement for 7C24 in FM transmitters BTF-1C, BTF-3B and BTF-10B.
RCA-5762, $195

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and effort.

Refer to your ALLIED 308-page Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

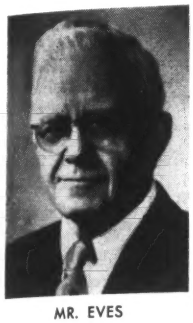
ALLIED RADIO
100 N. Western Ave., Chicago 80
Phone: HAymarket 1-6800

Meredith Picks Three New Vice Presidents

ELECTION of three new vice presidents of the Meredith Publishing Co., Des Moines, Iowa, was announced last week by Fred Bohen, president. They are: Joseph P. Eves, western manager; Otto G. Schaefer, eastern manager, and Karyl Van, who also was named director of advertising.

Meredith, publisher of *Better Homes & Gardens* and *Successful Farming*, is licensee of KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-TV Omaha and WHEN-AM-TV Syracuse, N. Y.

Lester H. Mugge, vice president in charge of circulation, and Edwin L. Sullivan, vice president in charge of advertising and research, will each assume additional duties as general vice presidents.



MR. EVES

Mr. Eves, who has been associated with Meredith since 1923, has served previously as secretary of the Iowa State Dairy Assn. and county agricultural agent in Poweshiek county, Iowa. His initial assignment at Meredith was as field representative for the *Daily Farmer*, and following its merger with *Successful Farming* Mr. Eves became advertising manager. He was advanced to Chicago sales manager before he was named to his present position.

Mr. Schaefer began his career with Meredith in 1928 as an advertising salesman. He was

MR. SCHAEFER

MR. VAN

appointed eastern sales manager with headquarters in New York in 1949. Before joining Meredith, he was a county agricultural agent in Minnesota, dairy extension specialist in Pennsylvania and associate professor of dairy husbandry at the U. of Pennsylvania.

Mr. Van joined the production department of Meredith in 1932. In 1950 he was appointed assistant advertising director, the position he held until his recent promotion.

Landsberg Offers Networks Atom Blast Color Coverage

IF networks accept the offer of Klaus Landsberg, vice president and general manager, KTLA (TV) Hollywood, the Nevada atomic tests planned by the Atomic Energy Commission in April will receive first national color tv coverage.

Pointing out that the independent Paramount Tv Productions station, which built a color remote unit around a 35-foot truck trailer in time to offer the only multichrome coverage of the Pasadena Rose Parade [B•T, Jan. 3], has the only such unit presently on the West Coast, Mr. Landsberg last week offered the networks color video coverage of the April tests on a "pool" basis with KTLA. He made a similar offer to NBC-TV and CBS-TV before the New Year's Day Rose Parade, which was not accepted.

Meanwhile, both KNXT (TV) and KRCA (TV) Hollywood (CBS-TV and NBC-TV o&o stations, respectively), have sent crews to film the current Nevada atomic tests, the stations announced. However, Mr. Landsberg stated that cameras are not being allowed closer than "40 or 50 miles" during these tests, while tv coverage from a much closer range will be allowed during the April blasts.

KTLA (TV) Eyes Coverage Of Republican Convention

FIRST move by an independent station to cover the 1956 Republican Convention in San Francisco (see story page 98) was taken by Klaus Landsberg, vice president and general manager of KTLA (TV) Hollywood, who applied to Pacific Telephone & Telegraph Co. for line facilities at the convention site.

Mr. Landsberg indicated he would prefer independent coverage by the Paramount Tv Productions station, rather than as part of a pool. He stated KTLA would approach the Republican National Committee for accreditation following telephone company approval of his line request.

Branham, KFMB-AM-TV Reach Private Settlement

OUT-OF-COURT settlement by KFMB-AM-TV San Diego of a $400,000 breach of contract suit filed last year in Los Angeles Superior Court by The Branham Co., former representatives of the stations, was confirmed in Los Angeles last week by Branham attorneys.

No details of the settlement were released by either party in the dispute, but reports indicate that $150,000 was the sum agreed upon.

The suit was instituted by Branham shortly after Wrather-Alvarez Broadcasting Inc. purchased the two stations, with Edward Petry & Co., station representative firm, participating by buying 22.22% of the stock. Petry became the stations' representative, despite the fact Branham's contract with KFMB-AM-TV had three more years to run.

Broadcast Time Sales Expands To Handle Radio Nationally

EXPANSION of Broadcast Time Sales (formerly Western Radio Sales, Los Angeles) into a national station representative firm specializing in radio sales, was announced last week by Carl Schuele, 27-year-old owner-president, with opening of New York and Chicago offices.

Mr. Schuele will open New York offices at 527 Fifth Ave. and Clyde Murphey will head midwest sales from 39 LaSalle St., Chicago. Jim Gates will continue as Los Angeles sales manager at 1540 N. Highland Ave., and Ralph Stillings will succeed Mr. Schuele as San Francisco sales manager with offices at 149 California St.

Additionally, Mr. Schuele announced the appointment of Gil Vasquez as program director and account coordinator of the Spanish Network, nine-station California Spanish-language group organized by Broadcast Time Sales last year.

Mimi Dennis
Star of **Mimi Dennis Show**
11 to 11:30 Monday-Friday
and of **Woman's Page**
1:05 to 1:15 Monday-Friday

Stars Sell on Alabama's greatest radio station

WAPI

Birmingham's most interesting woman personality, Mimi speaks with authority and appeal. Her news-to-women on her morning show and her news-about-women who make news in the afternoon are brilliantly selected for suitability as lead-ins to her highly successful commercials.

Mimi is much in demand by store buyers as consultant for fashion shows and special promotions.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy hearing

Represented by
John Blair & Co.

Southeastern Representative:
Harry Cummings

WKRC Newscaster Loses Suit Against 'Enquirer'

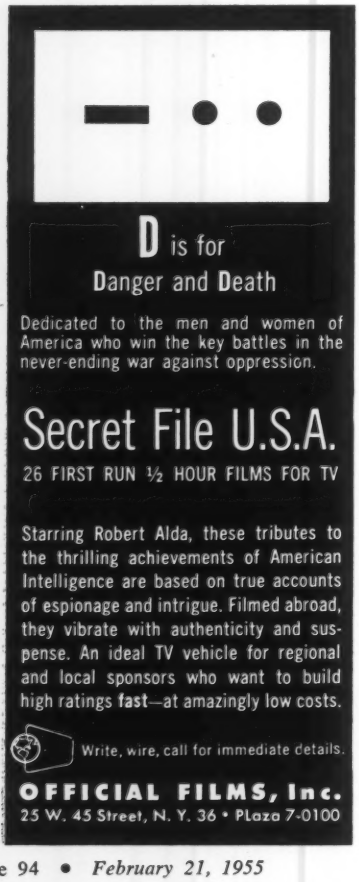
TOM McCARTHY, WKRC Cincinnati newscaster, lost a $1 million suit against the *Cincinnati Enquirer* last week when a common pleas court jury cleared the paper on the ground its comments about Mr. McCarthy were privileged. The verdict will be appealed, Mr. McCarthy said.

The jury followed instructions by Judge Joseph H. Woeste, who said an editorial criticizing Mr. McCarthy was libelous and had a natural tendency to injure his "reputation as a newscaster in a way to lessen him in public esteem." He added, however, that the jurors could find it was fair comment and "therefore was privileged under the right of freedom of speech and of the press."

Personal, Professional Damage

Mr. McCarthy had claimed he was hurt personally and professionally by an *Enquirer* editorial attacking him for his campaign against fluoridation of the local water supply. The fluoridation measure was defeated. WKRC is an affiliate of the *Cincinnati Times-Star*.

The office of the late L. B. Wilson, WCKY Cincinnati founder, was turned into a makeshift courtroom for four days as judge, jury, witnesses, counsel and reporters listened to a series of off-the-air recordings of Mr. McCarthy's pre-election broadcasts. Arrangements to use the suite, located in the Sheraton Gibson Hotel, were made with C. H. Topmiller, president, and Mrs. Jeanette Heinze, secretary of WCKY, a neutral station in the controversy. WCKY newsmen were not allowed to cover the trial because of the station's neutral status.


D is for
Danger and Death
Dedicated to the men and women of America who win the key battles in the never-ending war against oppression.
Secret File U.S.A.
26 FIRST RUN ½ HOUR FILMS FOR TV
Starring Robert Alda, these tributes to the thrilling achievements of American Intelligence are based on true accounts of espionage and intrigue. Filmed abroad, they vibrate with authenticity and suspense. An ideal TV vehicle for regional and local sponsors who want to build high ratings fast—at amazingly low costs.
Write, wire, call for immediate details.
OFFICIAL FILMS, Inc.
25 W. 45 Street, N. Y. 36 • Plaza 7-0100

KPTV (TV) Seeks 1,000 Kw

KPTV (TV) Portland, Ore., asked the FCC last week to authorize it to use 1 million watt power. The ch. 27 station, owned by Storer Broadcasting Co., said it will spend $310,825 on a high-powered RCA transmitter and high gain antenna and plans to punch out super-power around April 1. At present, KPTV (TV) is operating with 200 kw power from an antenna 1,000 ft. above average terrain. The station was one of two owned by Empire Coil Co., bought by Storer for $8.5 million last year; the other was WXEL (TV) Cleveland.

KLZ to Handle Bear Games

KLZ Denver has announced that beginning April 14 it will broadcast the 140-game schedule of the Denver Bears, American Assn. baseball team, under sponsorship of the Adolph Coors Brewery, Golden, Colo.

Sportscaster Bill Reed is to do the play-by-play of the games which will be made available to Coors on KBOL Boulder, KCOL Ft. Collins, KYOU Greeley and KGEK Sterling, all Colorado, and KFBC Cheyenne, Wyo.

Hetherington to KATZ Post

R. M. (BOB) HETHERINGTON, former vice president in charge of sales of WIL St. Louis, has joined KATZ there in same capacity. The station began operation Jan. 3 on 1600 kc, 1 kw day and is beaming its entire programming schedule to the Negro market.

REPRESENTATIVE APPOINTMENTS

WCEN Mount Pleasant, **WBRN** Big Rapids and **WBFC** Fremont (Paul Brandt stations), all Mich., have appointed Hil F. Best Co., Detroit.

WGNI Wilmington, N. C., has appointed Walker Representation Co., N. Y.

REPRESENTATIVE PEOPLE

William F. Miller, sales manager, WBBM Chicago, to CBS Radio Spot Sales, N. Y., as account executive; **George Drase,** account executive, WBBM Chicago; **Buck Hurst,** former national sales representative, KMOX St. Louis, and **Jack Boswell,** WBBM eastern sales representative, appointed WBBM and KMOX special sales representatives, CBS Radio Spot Sales.

Herbert Watson, formerly account executive, Avery-Knodel Inc., N. Y., to NBC Spot Sales, same city, as radio account executive.

Maury Baker, account executive, MCA-TV (syndicated film sales), N. Y., appointed account executive, Blair-Tv, S. F.

Tucker Scott, sales development manager, John Blair & Co., N. Y., appointed account executive.

Jack B. Sullivan, formerly with *Chicago American,* to Branham Co., Chicago, in charge of promotion and research.

William Hageman, sales staff, Henry I. Christal Co., Chicago, to radio sales staff, Edward Petry & Co., same city.

John S. Hughes, Paul H. Raymer Co., N. Y., to radio sales staff, Avery-Knodel Inc., same city.

John W. Mowbray, formerly sales manager, KXA Seattle, to George P. Hollingbery Co., S. F.

STATION PEOPLE

Selig J. Seligman, business coordinator and assistant to vice president in charge of ABC Western Div., named manager, KABC-TV Los Angeles; **Amos Baron,** KABC-TV manager, returns to KABC in former post as general manager, succeeding **John Hansen,** appointed assistant to KABC-TV general sales manager.

MR. SELIGMAN

S. David Pursglove appointed manager, WAGR Lumberton, N. C., succeeding **Billy S. Hodges,** remaining in sales capacity; **Alfred E. Pruitt,** program director, named assistant manager.

John Charles Thomas, part owner, KAVR Apple Valley, Calif., assumes duties as executive vice president and director; **George A. Nickson,** manager, KBIF Fresno, Calif., to KAVR as commercial manager.

Lyle C. Motley, chief engineer, WBTM Danville, Va., elected to board of directors, Piedmont Broadcasting Corp.

Joseph A. Lenn, sales director, WHLI Hempstead, N. Y., elected executive vice president, WHLI-AM-FM.

MR. LENN

James P. Hensley, former account executive, CBS Radio Spot Sales, Chicago, appointed sales manager, WBBM there.

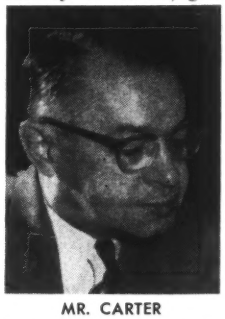
A. B. McPhillamy, account executive, KHOL - TV Holdrege-Kearney, Neb., appointed sales manager; **Violet M. Aspegren,** assistant to publicity and promotion manager, promoted to publicity and promotion manager.

David W. Mosier, former commercial manager, WGTC Greenville, N. C., appointed promotion manager, WNCT (TV) Greenville.

Fred E. Walker, formerly director of public affairs, WTTM Trenton, N. J., appointed publicity director, WPTZ (TV) Philadelphia, succeeding **Robert Klaus,** resigned.

John O'Keefe, publicity dept., WRCA-AM-TV New York, appointed manager of department; **Pat Richer** named his assistant.

Hervey C. Carter, general manager, WMUR-AM-TV Manchester, N. H., appointed commercial manager, WEAN-WPJB-FM Providence, R. I.


MR. CARTER

Tom Cole, formerly account executive, KEYT (TV) Santa Barbara, Calif., to promotion dept., Wrather - Alvarez Broadcasting Inc., San Diego, supervising promotion, merchandising and publicity, KFMB there.

Gene Thomsen, former assignment editor, news dept., WOI-TV Ames, Iowa, to WCCO-TV Minneapolis-St. Paul as writer and film director; **Paul Rusten,** formerly executive director, ELC Films, Minneapolis, to WCCO-TV industrial film section as manager; **Margery L. Pilhofer,** former editor, Bruce Publishing Co., St. Paul, to news staff as writer and reporter; **Ralph Andres,** former film editor, WFTV (TV) Duluth, Minn., to industrial film section as film editor and photographer.

Hank Thornley, news editor and sports director, KROY Sacramento, appointed news director, KBET-TV there, continuing portion of duties with KROY, effective March 1.

R. W. McCorkle, auditor, KDKA Pittsburgh, appointed KDKA-TV auditor; **Earl Higgins,** accounting supervisor, Westinghouse Broadcasting Co. headquarters, succeeds Mr. McCorkle; **Paul Ross,** accounting staff, WPTZ (TV) Philadelphia, succeeds Mr. Higgins.

Bill Kaland, program director, WNEW New York, resigns with plans expected to be announced shortly.

Seth P. Smith, formerly commercial manager, KOCO Salem, Ore., to KSLM there as sports director and account executive.

Juanita Lewis, Dan Ratliff and **June Stieber** to WRPB Warner Robins, Ga., as traffic manager, announcer and bookkeeper respectively.

Bob Adkins, personality, WIBC Indianapolis, Ind., to WTVN Columbus, Ohio, as program conductor and commercial production coordinator effective today (Mon.).

Rhea Sikes to WFMY-TV Greensboro, N. C., as production coordinator.

John Willis, news editor and sports director, KIEV Glendale, Calif., to KLAC Hollywood as night news editor.

Hartfield Weedin returns to KABC-TV Hollywood as producer.

Chet Matel, disc m.c., WOOD-AM-TV Grand Rapids, Mich., appointed musical director.

Steve Lord, floor director, WDSU-TV New Orleans, appointed script writer and production associate; **Rupert Copponex,** Walker-Saussy Agency, New Orleans, to WDSU-TV as floor manager.

John Egan to WPON Pontiac, Mich., as morning man; **Dick Kline** to WPON as disc m.c.; **Gib Shanley** to station as sportscaster.

George Wilson, announcer, WHEN Syracuse, to WHEN-TV announcing-directing staff.

Jo Boyd, WMPA Aberdeen, Miss., and **Bob Donavant** to WJXN Jackson, Miss., as disc m.c.'s.

Jay Elliot, formerly announcer, WBBC Flint, Mich., to announcing staff, KTLA (TV) Los Angeles.

Stan Borman, formerly with announcing staff, KSDO San Diego, to announcing staff, KFSD-TV there; **Ed Baltimore,** KFSD-TV personality, returns to KFSD.

Jerry McCauley, account executive, WMGM New York, father of girl, Barbara Ellen, Feb. 5.

Charlie Harville, sportscaster, WFMY-TV Greensboro, N. C., father of girl, Mary Ann, Feb. 5.

Dexter Young, engineer, KHJ Hollywood, father of boy, Steven Michael, Feb. 2.

Gustav A. Dahn, 46, former account executive, WPTR Albany, N. Y., died Feb. 8.

LEAHY HEADS D. C. EDUC. TV ASSN.

WILLIAM E. LEAHY, Washington attorney and onetime special assistant attorney general of the U. S., has been elected president of the Greater Washington Educational Television Assn., it was announced last week by Martin A. Mason, chairman of the board of trustees. Mr. Leahy from 1932 to 1954 was president of Columbus U. Law School there. He is chairman of the National Tuberculosis Assn. and state director of the D. C. Selective Service System. GWETA has completed a series on WMAL-TV Washington and is starting a new weekly show on WRC-TV there. Ch. 26 is reserved for educational tv in D. C.

WSM Inc., Peabody College Set 2d Radio-Tv Workshop

PLANS for their second annual joint radio-tv workshop have been announced by WSM Inc. (WSM-AM-TV), Nashville, Tenn., and George Peabody College there. The 1955 workshop will be held June 20-July 1 at Peabody College and is organized to instruct teachers and others in related activities to effectively use radio and tv for educational purposes. Classes will be held for three hours each morning with laboratory work at WSM-TV in the afternoon. Negotiations are underway now to select a faculty for the workshop. Among those who definitely will participate as supervisors are Kathleen Lardie, manager of WDTR Detroit and director of radio-tv education for Detroit public schools, and Betty Girling, U. of Minnesota.

Fund for Adult Education Grants $34,500 to KUHT (TV)

KUHT (TV) Houston, educational tv station of the U. of Houston, has been awarded a $34,500 grant by the Fund for Adult Education, Gen. A. D. Bruce, university president, has announced. The university is one of 12 schools receiving this grant. Dr. John C. Schwarzwalder, KUHT manager, said the money will be used for the purchase of kinescope and film equipment.

Film recordings of KUHT programs will be sent to the Educational Radio-Tv Center at Ann Arbor, Mich., for distribution to other educational tv stations. The new equipment is scheduled for installation within 60 days, Dr. Schwarzwalder said.

WNHC-TV Plans School Series

COLLEGE course in educational psychology begins Feb. 24 on WNHC-TV New Haven, the station announced last week. The 16-week series, for graduate or undergraduate credit, will be by New Haven State Teachers College.

Title of the course is "Understanding Our Children". College instructors will lecture on child growth and development.

Bill Asks Educ. Tv Council

A BILL which would provide for establishment of a state educational television council has been introduced in the Washington State Legislature, now in session. It carries an appropriation of $35,500. A separate measure would permit educational and civic groups to form non-profit corporations for educational tv purposes.

PERSONNEL RELATIONS

AFL-CIO MERGER EFFECTS FORESEEN

Lessening of jurisdictional fights can be expected, says NARTB's Tower, who also sees the unions having greater leverage in organizational activities.

UNION organizing activity among broadcasters may be increased as a result of the AFL-CIO merger agreement [B•T, Feb. 14], according to Charles E. Tower, director of the NARTB Employer-Employe Relations Dept.

Asked about possible effects of the union merger, Mr. Tower told B•T the industry can expect "greater organizational impact through efforts to organize unorganized segments." This trend may develop through all U. S. industry, he said.

He said some sort of union consolidation, or "umbrella," may develop among unions in broadcasting. This would mean greater cooperation among broadcast unions, with a committee or amalgamation of these unions a possibility. Such a joining of hands, he added, might develop first in the technical field where IBEW (AFL) and NABET (CIO) are now active competitors.

Greater Leverage

Mr. Tower said the unions will have greater leverage in organizing broadcast stations, reflecting the effects of the merger on industry in general. There will be less fighting among unions seeking to organize broadcast unions, he predicted. A merger of IBEW and NABET into one technical union would involve the problem of taking care of union staff personnel.

While IATSE (AFL) has some technicians in its ranks, the union operates mainly among stagehands. IATSE might cooperate in a committee of broadcast unions but doubt was expressed that it would actually join in a merger or yield jurisdiction in its field.

Might Join 'Umbrella'

AFTRA (AFL) also might take part in a committee or umbrella of broadcast unions, some industry observers feel, but doubt was expressed that AFTRA would join any type of single broadcast union.

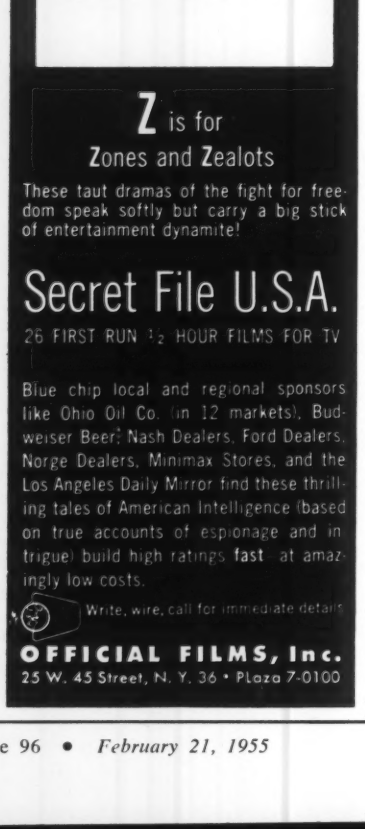
Management's main benefit from the AFL-CIO merger, for the time being at least, will center in the chance that jurisdictional disputes will be lessened.

Kling Host to Belgian Group

RECEPTION was held last fortnight by Kling Film Productions, Chicago, for members of the Belgian public relations and advertising study group, currently on a six-week visit in the U. S. to explore American methods in those fields. Kling was chosen by the U. S. Dept. of Commerce as the "most representative" organization of its kind in Chicago. The 12-man delegation comprises agency, client, government, labor and trade executives from Belgium.

PERSONNEL RELATION PEOPLE

Dick Tucker, WBZ Boston, elected president, Boston local, American Federation of Television & Radio Artists, Screen Actors' Guild, AFL, succeeding **Bill Hahn,** WNAC Boston; **Jack Chase,** WBZ-TV, elected 1st vice president; **Don Gillis,** WHDH Boston, elected 2d vice president; **Norman Nathan,** WCOP Boston, elected treasurer; **Norman Tulin,** WORL Boston, elected secretary.


Z is for
Zones and Zealots
These taut dramas of the fight for freedom speak softly but carry a big stick of entertainment dynamite!
Secret File U.S.A.
26 FIRST RUN ½ HOUR FILMS FOR TV
Blue chip local and regional sponsors like Ohio Oil Co. (in 12 markets), Budweiser Beer, Nash Dealers, Ford Dealers, Norge Dealers, Minimax Stores, and the Los Angeles Daily Mirror find these thrilling tales of American Intelligence (based on true accounts of espionage and intrigue) build high ratings fast at amazingly low costs.
Write, wire, call for immediate details
OFFICIAL FILMS, Inc.
25 W. 45 Street, N. Y. 36 • Plaza 7-0100

PROFESSIONAL SERVICES

Marmet Joins SS&H

ROBERT ARTHUR MARMET, U. S. Navy lieutenant formerly assigned as assistant to the vice director of the National Security Agency, has joined Segal, Smith & Hennessey as personal legal assistant to Paul M. Segal, the Washington radio-tv law firm announced last week. Mr. Marmet received his LL.B. and LL.M. degrees from Georgetown U. Law School, Washington.

PROFESSIONAL SERVICE SHORTS

Citizens for Merriam and Better Chicago appoints Daniel J. Edelman & Assoc., Chicago, as public relations counsel for Alderman Robert E. Merriam during his Republican campaign for mayor.

PROFESSIONAL SERVICE PEOPLE

Robert E. Robischon, director, state publicity div., New York State Dept. of Commerce, to executive staff, Selvage & Lee (public relations), N. Y.

Jerry Cotter, formerly with ABC, appointed tv research director, National Legal Aid Assn., supplier of case history material for NBC-TV *Justice.*

INTERNATIONAL

PAY INCREASE ENDS THREATENED STRIKE

Canadian Minister of Labor intervenes in proposed NABET strike against CBC. Retroactive wage increase, two-year contract settle dispute.

WAGE INCREASE of 5% across the board, retroactive to Aug. 1, 1954, and a two-year contract to July 31, 1956, settled the first major strike threatened in Canadian broadcasting.

The Canadian Broadcasting Corp. and its 775 NABET employes came to an agreement late Feb. 12 at Ottawa after intervention of the Canadian Minister of Labor, Milton Gregg. NABET members at 22 CBC radio and tv stations across Canada and the CBC board of governors were expected to ratify the agreement by Feb. 19.

In addition to the 5% wage increase, the union won a lifting of the ceiling for top men in the main operating group from $80 to $88 a week. Fifty men in this group are to be promoted to a higher wage category by April 1. There are to be improvements in the scheduling of work shifts, in promotion, traveling arrangements, meal periods and work on holidays. The CBC is undertaking a reassessment of the work of supervising operators, with pay increases if warranted.

NABET originally had asked for wage increases up to 30% and job reclassification. A government-appointed conciliation board had turned down the proposed wage increases. A strike vote was taken by NABET across Canada, and the strike planned for Feb. 16. Meanwhile, the government's labor department had entered the dispute between the government-owned corporation and the union to eliminate the strike possibility, which would have hampered operations of the national radio and tv network and individual stations.

BMI's Burton, CAPAC Brief Ask Copyright Protection

ROBERT BURTON, general manager of BMI Canada Ltd., Toronto and New York, on Feb. 11 told the Royal Commission on Copyright at Ottawa that BMI publishes works of Canadian composers at a loss but will continue to publish them because it has faith in Canada's musicians, song writers and literary

"Wilbur! Will you stop dreaming about your KRIZ Phoenix advertising results!"

artists. He stated they needed copyright protection. He pointed out that while Canadian composers do not seem to be properly appreciated in their own country, the return they would receive from performance of their works outside Canada would be much greater than from Canadian sources if the Canadian government would ratify the Universal Copyright Convention. This would give Canadian copyrights automatic protection in the U. S.

A brief presented by the Composers, Authors & Publishers Assn. of Canada (CAPAC), the Canadian affiliate of ASCAP, pointed out to the Royal Commission on Copyright that U. S. tv programs shown to Canadian audiences in public places, such as lounges and bars, should be assessed Canadian performing rights fees. CAPAC counsel Harold Manning illustrated the point with Windsor, Ont., where many bars have installed large-screen tv sets to pick up Detroit tv stations. Under Canadian copyright law CAPAC cannot collect from such public places.

'Our Miss Brooks,' With 15.5, Tops Canadian Evening Shows

EIGHT EVENING radio network shows in Canada were led in popularity by *Our Miss Brooks*, 15.5 rating in January, according to the Elliott-Haynes national radio ratings report. Other shows and ratings were *Radio Theatre* 14, *Wayne & Shuster* 11.1 (Canadian), *Singing Stars of Tomorrow* 9.7 (Canadian), *Army Show* 9.4 (Canadian), *NHL Hockey* 8.6 (Canadian), *Championship Fights* 8.4, and *Toronto Symphony Concert* 6.4 (Canadian).

In the daytime groups the leading five radio network shows were *Ma Perkins* 14.6, *Guiding Light* 13.8, *Pepper Young's Family* 13.6, *Right to Happiness* 13 and *Road of Life* 12.

French-language evening programs were led by *Un Homme et Son Peche* 38.3, *Le Survenant* 28.3, *La Famille Plouffe* 26.7, *La Voix du CARC* 16.6, and *Tambour Battant* 15.8.

Daytime leading French shows were *Rue Principale* 33.9, *Jeunesse Doree* 31.6, *Vies de Femmes* 31.3, *Les Joyeux Troubadours* 28.3 and *Francine Louvain* 26.7.

Canadian Tv Set Count

THERE WERE 1,209,639 tv receivers in use in Canada at the end of 1954, according to a compilation of All-Canada Television, Toronto, and Radio & Television Manufacturers Assn. of Canada. Largest number of receivers were located in the province of Ontario, 651,044, with 363,096 sets in Quebec province, 83,750 in British Columbia, 73,943 in the provinces of Manitoba, Saskatchewan and Alberta, 28,071 in the provinces of Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland, and 9,735 at unstated locations in Canada.

CBC Awards Tower Contract

CONTRACT FOR 41 steel towers for tv transmission relay stations has been awarded by the Canadian Broadcasting Corp. to Provincial Engineering Ltd., Niagara Falls, Ont. The towers will be located on the 1,500-mile route across northern Ontario from Toronto to Winnipeg, Man.

West German Tv Sets Listed

NUMBER of registered television sets in operation in West Germany on Jan. 1, 1955, was 84,278. Actual number of sets in operation, unregistered included, is estimated at around 170,000.

PLANS ADVANCE FOR BRITISH TV

Advertising will be let in minute units, with limit of six minutes to the hour.

ALTHOUGH all necessary contracts have not as yet been signed and other details must still be ironed out, some of the general working arrangements of commercial tv in Britain, tentatively slated to begin operations on Sept. 1, have been revealed.

They were announced by G. A. Laskey, appointed advertisement manager by Associated Rediffusion Ltd., the firm which is to control the London station under contract from the Independent Television Authority, a government agency.

Advertising will be sold in minute units (58 seconds of sound) with charges for time in excess of one minute being pro rated and shorter spots being charged for above the pro rata rate.

No rate card has been drawn up as yet but it is expected that prime time periods will have a rate 50% above the standard rate and off-period rates will vary from 50-70% below the standard.

According to present plans there is to be six minutes of advertising per hour plus provision for special campaigns. Advertising materials, which are inserted into programs at the discretion of the ITA representative, are liable to censorship by the ITA. Over-repetition of advertisements may be reason for refusal of subsequent bookings of that commercial. No products or services are being banned, but all products to be advertised must meet provisions of the present ITA and other codes governing this phase.

Bookings will be accepted as soon as the rate card has been issued. The company (ITA's representatives) proposed to pay its salesmen commissions of 15%.

Mr. Laskey has made it known that in due course it is intended that there is to be a nationwide network and provision for network bookings.

Nielsen Offers Service To Great Britain Tv

AN OFFER to provide the British tv industry with an audience measurement service, particularly in view of expected limited commercial tv starting in the fall in Great Britain, has been made by A. C. Nielsen Co.

The offer was revealed coincident with the publication by Mr. Nielsen of a book, entitled *Television Audience Research for Great Britain*, which was being distributed last week both in England and to networks, agencies and advertisers, among others, in the U. S.

Actually, the Nielsen-authored book is an outgrowth of Mr. Nielsen's desire to explain three things: U. S. television, Nielsen's operation in the U. S. and how the operation would work in Great Britain. Mr. Nielsen visited Great Britain last summer at which time the need for such a presentation was envisioned.

A. C. Nielsen's affiliate branch in England is located at Oxford, the book points out, and this office has collaborated in this study.

INTERNATIONAL PEOPLE

Don Lawrie, manager; **William Straiton,** program director; **Doug Manning,** commercial manager, and **Bert Cobb,** engineer, CHEX Peterborough, Ont., appointed in same capacities to CHEX-TV (target date March 15). **Jack Weatherwax,** former commercial manager,

BMI

PROGRAM CLINICS
1955 SERIES

Broadcasters Exchange of Successful Program Ideas

planned for

RADIO PERSONNEL IN ALL DEPARTMENTS OF ALL STATIONS

38 BMI Program Clinics have been scheduled throughout the United States . . .

COMING YOUR WAY

Write today for the complete schedule

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB
TORONTO
50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

INTERNATIONAL

CJKL Kirkland Lake, Ont., appointed CHEX manager.

W. Cliff Wingrove, assistant manager, CFPL London, Ont., promoted to CFPL-TV sales and promotion manager; **Doug C. Trowell,** CFPL sales and promotion manager, named CFPL assistant manager; **H. Warren Blahout** named CFPL national traffic supervisor.

Frank D. Fogwell, assistant production manager, CKOC Hamilton, Ont., appointed promotion manager.

W. W. Vanderburgh, sales dept., Coca-Cola Ltd., Toronto, appointed manager of firm.

Yves Menard, formerly with Procter & Gamble Ltd., Toronto, to Needham, Louis & Brorby of Canada Ltd., Toronto, as account executive.

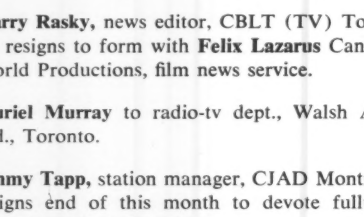
Harry Rasky, news editor, CBLT (TV) Toronto, resigns to form with **Felix Lazarus** Canada-World Productions, film news service.

Muriel Murray to radio-tv dept., Walsh Adv. Ltd., Toronto.

Jimmy Tapp, station manager, CJAD Montreal, resigns end of this month to devote fulltime to other radio-tv activities.

Cameron Perry, formerly with CJOC Lethbridge, Alta., to CJCA Edmonton, Alta.

John Dunn, assistant director of network coordination, Canadian Broadcasting Corp., awarded Imperial Relations Trust Bursary for 1955 and has sailed to England to study BBC broadcasting operations under bursary.



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NETWORKS

NETWORK POLITICAL COVERAGE FACES TIME, MONEY SQUEEZE

Movement of tv equipment from Chicago to San Francisco will up costs an estimated million dollars besides putting pressure on the networks since the job must be rushed.

TV NETWORKS last week faced the prospect of at least an extra million-dollar outlay in their 1956 political convention coverage as the Republican National Committee, over network protests, voted to hold the GOP conclave in San Francisco, 2,000 miles away, but only a week or so after the Democratic meet in Chicago.

ABC-TV, CBS-TV, and NBC-TV each estimated that moving gear from Chicago and setting up new installations in San Francisco would add a quarter-million dollars or more to its coverage costs. DuMont, while not offering dollar estimates, indicated that it does plan to cover both conventions. If its extra costs approximate those of the other networks, the four-network additional expense item would reach or surpass $1 million.

This figure does not include the costly preemptions of the networks' highest priced programs. The Republicans plan to run their convention sessions from 2 to 7 p.m. Pacific Coast time. Counting the three-hour time differential, the sessions thus will fall in prime evening network time, 5-10 p.m. EST.

Preempted Shows' Value Unknown

Authorities felt it would be impractical to speculate now on the value of the time and programs that will be preempted, however, since the convention is 18 months away and, additionally, falls in August when normally many regular shows are being spelled by summer replacements.

The closeness of the Republican to the Democratic convention—in time, not distance—posed a serious question as to the extent of coverage, particularly telecasts of a "sidebar" nature. Officials felt there was no question that in both conventions the networks would follow the custom of pooling coverage of floor proceedings. But whether there would be time and facilities in San Francisco's Cow Palace to set up special booths for separately presented highlights appeared to be another matter.

Several officials said flatly it would be impossible to cover the San Francisco convention with a thoroughness approaching that given the 1952 sessions. One in particular pointed out that the off-the-floor interviews and other sidebar presentations in 1952 rated at least on a par with the floor proceedings in viewer interest, and that, with these eliminated or curtailed through lack of facilities, the coverage will fall short of that provided in 1952. How far such curtailment will go, it was added, must await a thorough survey of the facilities and potentialities in San Francisco.

The networks appeared agreed that at least four weeks would be needed to transport equipment from Chicago to San Francisco and make the proper installations for bringing the GOP proceedings to the nation. This was the estimate for black-and-white. For color coverage —and NBC-TV said it had hoped to transmit portions of both conventions in color, and CBS-TV and ABC-Tv also alluded to color—the transportation-installation estimate was eight weeks.

In face of these estimates the GOP committee scheduled its conclave for four days in the week of Aug. 20, whereas the Democratic convention in Chicago is slated to start either July 23 or Aug. 13. A Democratic start on Aug. 13 could run that convention right up to the eve of the GOP convention.

The GOP committee's action was taken Thursday on recomendation of a subcommittee which convened the day before. Telegrams already had been sent by NBC-TV and CBS-TV urging the importance of holding both conventions in the same city, and ABC-TV had a top executive on hand to plead the same cause before the site subcommittee. DuMont followed with a wire advising Mr. Hall that the national committee's action "will make it extremely difficult for television to cover the convention adequately."

Thomas Velotta, vice president and administrative officer of ABC's news, special events, sports and public affairs department, went before the subcommittee Wednesday to emphasize that four to six weeks would be needed to set up black-and-white tv equipment in a second city and that for color the time would be six to eight weeks. Aside from around $250,000 extra which such transportation and installation would cost, he said, there were "serious doubts" that fully adequate coverage could be provided if the conventions were held in separate cities.

Telegrams in the same vein were sent by Robert W. Sarnoff, executive vice president of NBC, Sig Mickelson, vice president in charge of news for CBS, and Ted Bergman, managing director of DuMont network, to GOP National Chairman Leonard Hall prior to the subcommittee decision.

Mr. Sarnoff's telegram said, in part: ". . . would like to strongly urge again that television coverage of both national conventions may suffer if they take place in different cities. Our engineers estimate four weeks needed to transfer equipment from one city to another and additional television expense on order of quarter million dollars for black and white if two cities used. Furthermore, we are hoping to cover at least portions both conventions in color. Engineers estimate eight weeks needed between conventions for transfer color equipment.

"We realize many other considerations enter into decision besides television problem, but feel it our duty to the public as well as to the Republican National Committee to point out that coverage of both conventions may suffer unless they are held in the same city."

Mickelson Delineates Difficulties

Excerpts from Mr. Mickelson's telegram follow: "We most hopeful if possible two major political parties hold conventions at same site. This will enable us supply better coverage at more feasible cost. Installation of equipment and construction of facilities necessary provide coverage equivalent to 1952 needs minimum four weeks time plus expenditure approximately one-quarter million dollars. This would, of course, be doubled if separate sites were selected and we not sure at this time whether either equipment or personnel will be available for full and satisfactory coverage two separate operations this type.

"Difficulties will be compounded if any color to be broadcast . . .

"We believe these factors of greatest importance in assuring best coverage 1956 con-

ventions and earnestly ask your full consideration of the problems involved. We realize considerations other than television coverage are involved your decision but believe you realize great importance of television to American voters and informed electorate."

Mr. Bergman, after noting that the committee's action will make tv coverage "extremely difficult," said that "engineers tell me that they cannot move the camera and studio control equipment necessary for the job within a week.

"So, too, if evening sessions are scheduled, the three-hour time differential would cost you vast audiences particularly in the heavily populated states of the East, where television has a tremendous following. . . . We respectfully suggest that it will aid your desire to streamline the fall campaign if both parties could arrange to hold their convention in the same city, and one more centrally located."

CBS Radio Announces Purchases, Renewals

PURCHASE of two CBS Radio Galen Drake programs and renewals of *Douglas Edwards With the News, Arthur Godfrey Digest* and the *Bing Crosby Show* were announced last week by John Karol, vice president in charge of network sales.

Network sponsorship for a five-minute Galen Drake commentary series, 10:50-10:55 a.m. EST on Saturday starting March 5 has been signed by Sleep-Eze Co., Long Beach, Calif., through Barton A. Stebbins Adv., Los Angeles.

Animal Foundation Inc., for Hunt Club dog food, will again sponsor a quarter-hour segment of the 40-minute Galen Drake variety show on Saturday effective March 19. Moser & Cotins, Utica, N. Y., is the agency.

The renewals include: Consolidated Cosmetics for the *Bing Crosby Show*, Monday, 9:15-9:30 p.m. EST, through BBDO, Chicago; Bristol-Myers Co. for the 8:30-8:45 p.m. segment of *Arthur Godfrey Digest*, Friday, 8:30-9 p.m. EST, through Doherty, Clifford, Steers & Shenfield, and American Tobacco Co. for the Wednesday, Thursday and Friday broadcasts of *Douglas Edwards With the News*, 8:25-8:30 p.m. EST, through Sullivan, Stauffer, Colwell & Bayles.

Means, Foley in CBS Change

APPOINTMENT of Thomas Means as director of promotion services for CBS-owned television stations was announced last week by William Golden, creative director of CBS-TV's advertising and sales promotion department. Mr. Means succeeds John Donald Foley, who has been named director of sales promotion for CBS-TV Spot Sales.

MR. MEANS

Mr. Means, who most recently held a similar post with CBS-owned radio stations, has been with the network for 12 years, except for a 36-month break. He joined the organization in June 1943 as a promotion department copywriter and left in December 1944 to direct advertising and sales promotion for WOL Washington. He rejoined CBS in December 1947 as assistant to the director of promotion services for CBS-owned stations and was named director in September 1949.

FINESHRIBER RESIGNS NBC RADIO POST

Personal reasons given for March 1 departure. Robert W. Sarnoff, executive vice president of network, will assume additional radio duties.

MR. FINESHRIBER MR. SARNOFF

RESIGNATION of William H. Fineshriber Jr. as vice president in charge of the NBC Radio Network was announced Friday by Robert W. Sarnoff, NBC executive vice president, who announced simultaneously that he would take the helm of the radio network in addition to his other duties.

Mr. Fineshriber's move, which caught the industry by surprise, was ascribed to "personal reasons." It is effective March 1. The 45-year-old broadcasting veteran said his future plans would be announced shortly.

Mr. Sarnoff, who lauded Mr. Fineshriber's contributions to NBC affairs, went on closed circuit Thursday morning to tell affiliates of the moves, review accomplishments of the radio network, and outline "Operation Redesign," part of a blueprint for revitalizing radio and its revenues, on which he said more definitive proposals would be offered in the near future.

"Bill Fineshriber had made an effective contribution during his year and a half as head of the NBC Radio Network," he said. "I regret that personal considerations have compelled him to leave NBC, and I wish him well in the future.

Mr. Sarnoff told the affiliates that he and President Sylvester L. (Pat) Weaver Jr. intend to take an even more active role in the NBC Radio planning which has been in progress at an accelerated pace over the past several weeks. Among NBC Radio accomplishments he cited a "reversal" in the ratings trend, and, more recently, the addition and sell-out of the Mary Margaret McBride and Norman Vincent Peale programs.

He voiced confidence that by adding new and appealing programs and increasing its service to the public NBC can bring new audiences to radio and bring new money into the medium while retaining the old.

When he leaves his NBC post March 1, Mr. Fineshriber will have served in key posts at three networks. He entered broadcasting in 1931 as a member of the publicity staff of CBS, left in 1934 to become manager of Carnegie Hall, and returned in 1937 and rose to the post of general manager of the CBS Program Dept.

He moved to Mutual in 1949 as a vice president and advanced to executive vice president

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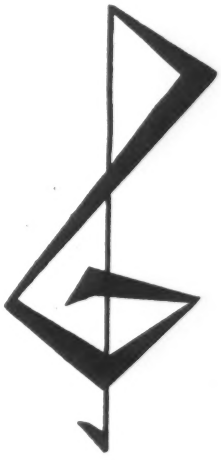

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and board member before leaving in March 1953 to join NBC as vice president and general manager of the radio and television networks. He was named head of the radio network in August 1953 when it was established as an organization separate from the tv network.

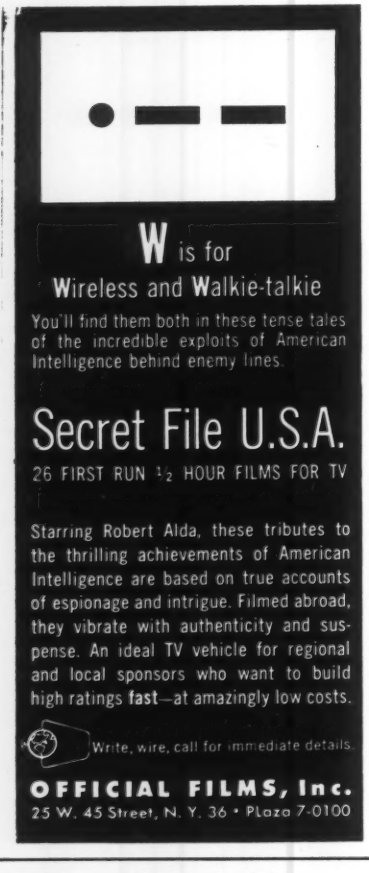
Mr. Fineshriber has lectured frequently on broadcasting subjects at a number of colleges, has contributed to numerous periodicals, and is the author of "Stendhal, the Romantic Novelist," a critical study of the 19th century French writer. He has been active in industry organizations and prominent in the radio campaigns of a number of charitable and educational organizations.

Globetrotters on CBS-TV

CBS-TV will televise a special basketball game between the Harlem Globetrotters and Washington Generals March 12 from Great Lakes, Ill., under sponsorship of Amana Refrigeration Inc. and Maytag Co. The network plans to film the contest for later showing to the U. S. Armed Forces overseas. Agencies are Maury, Lee & Marshall for Amana and McCann-Erickson Inc., Chicago, for Maytag, which also sponsors Big Ten basketball on CBS-TV each Saturday.

Salvation Army Show on MBS

SALVATION ARMY will sponsor a special half-hour program on MBS Sunday, March 6, to mark its 75th anniversary. The program will be broadcast 12-12:30 p.m. (EST) and will feature the Salvation Army Brass Band, the Army's Songsters and Comdr. Claude E. Bates, the Army's commander.


W is for
Wireless and Walkie-talkie
You'll find them both in these tense tales of the incredible exploits of American Intelligence behind enemy lines.
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26 FIRST RUN ½ HOUR FILMS FOR TV
Starring Robert Alda, these tributes to the thrilling achievements of American Intelligence are based on true accounts of espionage and intrigue. Filmed abroad, they vibrate with authenticity and suspense. An ideal TV vehicle for regional and local sponsors who want to build high ratings fast—at amazingly low costs.
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NBC-TV ANNOUNCES SUMMER SALES PLAN

The network's 'Summer Incentive Plan,' involving the three magazine-type programs, entitles advertisers who buy participations during May 30 to Sept. 2 to additional announcements at no charge.

IN A MOVE apparently designed to attract sponsors whose products have summertime appeal, NBC-TV last week disclosed details of a new sales concept, "Summer Incentive Plan—1955," under which advertisers on any combinations of *Today*, *Home* and *Tonight* will be provided savings on participation purchases ranging up to 34.6%.

Roy Porteous, manager of sales for participating programs, said the new NBC-TV plan enables advertisers buying participations on *Today*, and/or *Home* and/or *Tonight* during the 14-week period from May 30 to Sept. 2 to schedule an additional number of participations on a no-charge basis. Under terms of the plan, 7 to 11 paid participations will earn one free participation: 12-15, two; 16-19, three; 20-22, four; 23-25, five; 26-28, six; 29-32, seven; 33-35, nine; 36-38, ten; 39-42, eleven; 43-45, thirteen; 46-48, fourteen; 49, fifteen; 50-51, sixteen, and 52-54, eighteen.

Free Participations Scheduled

The plan also provides that free participations must be scheduled at available times during such 14-week periods on the three programs as desired; partial network participations may not be combined with full network participations to arrive at the total number of total paid participations; stations listed in the television participation program rate guide under "supplementary coverage" may not be included as part of a free participation unless such stations were used in each participation comprising the total paid participations; paid participations will continue to be subject to normal T-H-T discounts, but free participations may not be used to determine such discounts nor to change exclusivity status; participations presently scheduled for telecast prior to May 30 may not be rescheduled within the 14-week period.

Commenting on the new plan, Mr. Porteous declared:

"From the very beginning of our participating programs, when we launched *Today*, then followed with *Home* and *Tonight*, NBC-TV has attempted to devise shows with true flexibility—such features as no 13-week cycle requirements, purchases of one participation or a thousand, or being on the air within 72 hours notice. We have consistently been guided in our programming of T-H-T by asking ourselves how we can offer *Today*, *Home* and *Tonight* for advertisers of all budget ranges—the giant and the small—and those with seasonal needs. The 'Summer Incentive Plan' is T-H-T's newest development along these lines."

NBC Telecasts 'Peter Pan' In Advance for Ford, RCA

NBC ESTIMATES that 5,000 Ford and RCA dealers in the U. S. and Canada watched last Tuesday what it describes as "the biggest closed-circuit color telecast ever produced." The telecast, viewed on 83 stations, was presented by NBC in connection with the network's *Producer's Showcase* color telecast of "Peter Pan," slated for March 7 (7:30-9:30 p.m. EST).

NBC said the closed-circuit program was used as a "briefing" for Ford and RCA, sponsors of the "Peter Pan" spectacular, on the network's plans for telecasting the Broadway musical in its entirety.

The private telecast, a 30-minute production, was highlighted by appearances of stars Mary Martin and Cyril Ritchard; Robert W. Sarnoff, NBC executive vice president, and Thomas A. McAvity, vice president in charge of NBC-TV.

In the closed-circuit program, produced by Erik Hazelhoff, head of NBC's Telesales Dept., Mr. Sarnoff took note of the network's merchandising and publicity plans with which it hopes to attract "the largest television audience of the year" for the "Peter Pan" live tv performance. The March 7 telecast will originate in NBC's Brooklyn studio.

Two Disney Programs Set For Third-Run Showings

ABC-TV last week was completing plans to schedule third-runs during the summer of two Walt Disney tv film programs, *Disneyland* and *Mickey Mouse Club*. The *Disneyland* show of 10 episodes will be placed on the network this summer and the new *Mickey Mouse* program, which will be launched next fall, will be scheduled as third-run in the summer of 1956.

It was reported that ABC-TV had decided to slot *Disneyland* in a third-run this summer because Walt Disney could produce only 21 episodes this season, instead of 52 as originally envisioned. The network subsequently adopted a similar approach for *Mickey Mouse*, with plans to sell it on a 52-week basis and offering 20 weeks of new film, 20 weeks of repeats and 12 weeks of third-runs during the summer.

NETWORK PEOPLE

David R. Williams, executive representative, INS Telenews, N. Y., appointed eastern manager, CBS-TV station relations.

William Anderson, publicity manager, WRCA-AM-TV New York, appointed trade editor, NBC, succeeding **Joe Derby,** who moves to radio-tv publicity dept., Young & Rubicam, N. Y., effective March 1.

Edgar Peterson, manager, story and script dept., CBS-TV New York, assigned to Hollywood as associate producer, *Climax* series, succeeding **Elliott Lewis,** who will devote fulltime to developing CBS-TV-owned properties.

Clement G. Scerback, advertising and promotion manager, NBC Cleveland, resigns effective Feb. 27 to work for government agency in Washington.

Lawrence W. Lowman, vice president, CBS, appointed chairman, radio-tv group, 1955 campaign for members and funds, New York chapter, American Red Cross.

George Herman, White House correspondent, CBS, and **Patricia Kerwin,** former aide to assistant news secretary to President Eisenhower, were to be married Feb. 19.

Floren Thompson, assistant to business manager, Columbia Television Pacific Network, father of boy, John Michael, Feb. 9.

Bill Harmon, producer-director, NBC-TV *Jimmy Durante's Texaco Star Theatre*, father of boy Feb. 7.

Robert E. Kintner, president, ABC, father of boy, Jeffrey Edmond, Feb. 5.

NBC-TV STATIONS PLAN APRIL MEET

Dates set at affiliates executive committee session. Among subjects discussed last week: summer film re-runs and the NCAA football outlook. Not discussed: the Plotkin and Jones reports.

A MEETING of all affiliates of NBC-TV will be held April 21-22 at the Waldorf-Astoria in New York, authorities reported last week following a meeting of the NBC-TV Affiliates Executive Committee with network officials.

Plans for the two-day session, described as the equivalent of the "affiliates conventions" of a few years ago, call for a closed meeting of the affiliates on April 21 and a meeting of the affiliates and NBC officials together on April 22. A dinner and entertainment program with NBC as host is scheduled April 21.

Formulation of plans for the all-affiliates meeting was reported by participants to be one of the highlights of the affiliates executive committee meetings last week in which, following the pattern laid down for the April session, executive committeemen met privately last Tuesday and then conferred with NBC officials on Wednesday.

Unlike the special meeting of some 30 CBS-TV affiliates summoned by officials of that network a fortnight ago specifically to consider the question [B•T, Feb. 7, 14], the NBC-TV affiliates executive committee session last week was said to have given virtually no consideration to the Plotkin Memorandum on "Television Network Regulation And The Uhf Problem" and the then-pending report by Robert F. Jones on the same subject (see story, page 27). NBC officials reportedly told the group the network would have no comment on the Plotkin-Jones reports until after FCC and the Justice Dept. submit their comments.

One subject which did occupy the NBC-TV group's attention was that of summer re-runs. Participants said there appeared to be no objection to the summer use of re-runs of outstanding film programs from the regular season—that it seemed agreed that good re-runs are better fare than "cheap substitutes"—but that it was felt a great deal of care should be exercised in their selection and placement. For instance, they said, there often is a tendency to pick re-runs from shows near the end of the regular season and reschedule them too quickly.

The status of the National Collegiate Athletic Assn.'s 1955 tv football program also was sketched to the group by NBC authorities. NCAA currently is scheduled to disclose its 1955 coverage plan on Feb. 28 [B•T, Feb. 14].

Other matters discussed at last week's meeting were said to be largely operational and procedural, including development of a proposal for an adjustment of cut-in rates.

Walter Damm, WTMJ Milwaukee, heads the executive committee. Other members: Clair McCollough, WGAL-TV Lancaster; William Fay, WHAM-TV Rochester; Jack Harris, KPRC-TV Houston; E. R. Vadeboncoeur, WSYR-TV Syracuse; Harold See, KRON-TV San Francisco; James Moore, WSLS-TV Roanoke; Fred Mueller, WEEK-TV Peoria, and David Baltimore, WBRE-TV Wilkes-Barre.

In the joint meeting of committee and NBC officials, NBC Executive Vice President Robert W. Sarnoff presided in the absence of President Sylvester L. (Pat) Weaver Jr., currently abroad. The network also was represented by Financial Vice President Joseph V. Heffernan and Thomas A. McAvity, vice president in charge of the television network, among others.

AWARDS

WAGA Wins Three Awards In Georgia AP Contest

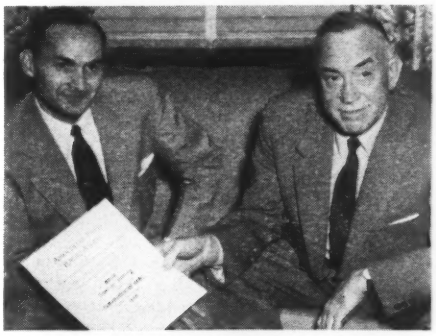
CERTIFICATES of award in the Georgia Associated Press Broadcasters Assn.'s 1954 news operations contest were presented to eight Georgia radio stations and 21 newscasters, with WAGA Atlanta's *Georgia Panorama* receiving three awards, the only program to be honored more than once.

The awards were presented by Oliver Gramling, assistant general manager of radio and television operations for the Associated Press, at a luncheon session of the Georgia Radio & Tv Institute held at the U. of Georgia, Athens, Jan. 27.

WAGA's *Georgia Panorama* won a superior rating in comprehensive news and excellent ratings in state and local news, and commentary and analysis.

The complete list of award winners:

Comprehensive News
Superior: WAGA Atlanta, Ed Blair (for *Georgia Panorama*) (metropolitan).
Excellent: WSAV Savannah, John Wrisley, Charles Rawlinson, Duane Hatch, Ralph Stevens (metropolitan); WGAU Athens, Burl Womack (non-metropolitan).
Meritorious: WGAF Valdosta, Willard Belote (non-metropolitan).
Honorable Mention: WRDW Augusta, Bob Ruckle (metropolitan) (tie), WLAQ Rome, Roy Underwood (metropolitan) (tie), WDEC Americus, Charles Smith (non-metropolitan).
State and Local News
Excellent: WAGA Atlanta, Ed Blair *(Georgia Panorama)* (metropolitan) (tie), WSAV Savannah, Duane Hatch (metropolitan) (tie).
Meritorious: WKEU Griffin, Robert McGarity and Boman Rochester (non-metropolitan), WRDW Augusta, Frank Lokey (metropolitan).
Honorable Mention: WLAQ Rome, Roy Underwood (metropolitan).
Sports
Excellent: WRDW Augusta, Dick Warner (metropolitan).
Meritorious: WAGA Atlanta, Les Hendrickson (metropolitan).
Commentary
Excellent: WAGA Atlanta, Dale Clark *(Georgia Panorama)* (metropolitan).
Women's News
Excellent: WAGA Atlanta, Helen Parris (metropolitan) (tie), WRDW Augusta, Mary Dwyer (metropolitan) (tie), WDEC Americus, Sue Smith (non-metropolitan).
Farm News
Superior: WSAV Savannah, Douglas Strohbehn (metropolitan).
Honorable Mention: WGAF Valdosta, Willard Belote (non-metropolitan), WRDW Augusta and Ray Culpepper (metropolitan).
Special Award
Special Citation for News Protection: WKEU Griffin.



OLIVER GRAMLING (r), assistant general manager of the AP in charge of radio and tv operations, presents to Dale Clark, WAGA Atlanta news editor, one of the three awards credited to the station's *Georgia Panorama* program in the Georgia Associated Press Broadcasters Assn. 1954 news contest.

MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .
YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below.
Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.
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AWARD SHORTS

Howard Langfitt, farm service director, WJDX-WLBT (TV) Jackson, Miss., won Good Provider contest in southwest Mississippi district, sponsored by New Orleans Chamber of Commerce, *New Orleans Times-Picayune* and Mississippi Extension Service, for outstanding 4-H Club leadership. Mr. Langfitt also named by Mississippi 4-H Club office as outstanding leader in district.

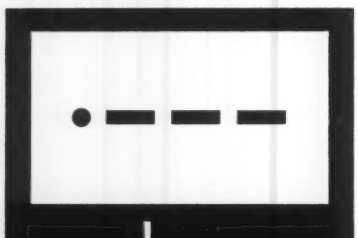
WRCA-TV New York presented plaque by Queens County (N. Y.) Bar Assn. for "distinguished public service rendered by it in the association's program for the dissemination of knowledge concerning the history, political principles and traditions of the United States of America."

WLS Chicago and *Prairie Farmer* cited by state of Illinois as "spokesmen for agriculture and conservation" and presented official state flag on behalf of Gov. William Stratton and Illinois Dept. of Conservation.

WNYC New York presented certificate of merit from American Foundation for the Blind for efforts in "promoting a more realistic attitude toward the blind."

KPTV (TV) Portland, Ore., presented certificate from American Legion Auxiliary commending station for activities in field of public service.

WMAL-TV Washington presented award for educational series from National Citizens Committee for Educational Television for "pioneering vision and outstanding public service in helping to bring to the American community the advantages of educational television."



J is for
Jui-Jitsu and Jail

Robert Alda stars in these searing spy stories, filmed abroad with an eye toward the stark and the unusual.

Secret File U.S.A.

26 FIRST RUN ½ HOUR FILMS FOR TV

Blue chip local and regional sponsors like Ohio Oil Co. (in 12 markets), Budweiser Beer, Nash Dealers, Ford Dealers, Norge Dealers, Minimax Stores, and the Los Angeles Daily Mirror find these thrilling tales of American Intelligence (based on true accounts of espionage and intrigue) build high ratings fast—at amazingly low costs.

Write, wire, call for immediate details.

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25 W. 45 Street, N. Y. 36 • Plaza 7-0100

ENGSTROM FORESEES PICTURE-FRAME TV

RCA executive vice president predicts radical changes in communications systems. One of the developments, he says, will ease the overcrowding of channel facilities.

A WORLD of the future in which there will be picture-frame television, machines and systems that respond to the spoken word and electronics systems capable of scheduling production and controlling manufacturing and commercial processes was pictured last week by Dr. E. W. Engstrom, executive vice president, research and engineering, RCA.

Dr. Engstrom offered this preview in a talk at the 75th anniversary meeting of the Ameri-

DR. ENGSTROM

Engstrom said, advances in communications will take place within the next 75 years in four areas — solid-state can Society of Mechanical Engineers in New York, during which he sketched briefly the history of the communications field over the past 75 years. Based on current laboratory developments, Dr. devices, personal communications, more efficient uses of communications channels and in data-handling machines for business and industry.

"Research in solid-state physics already has made available a fund of new knowledge and devices," Dr. Engstrom declared. "These will alter basically the design and characteristics of our electronic communications systems . . . One result of particular interest will be an entirely new type of television receiver. Today's picture tube will be replaced by a thin screen hung in a picture frame on the wall and controlled from a small box elsewhere in the room."

Dr. Engstrom said the electronics industry expects a major advance in the field of personal communications which will be accomplished with the improvement of existing commercial communications systems and the development of new ones. He claimed that it will be possible to effect "instantaneous contact between individuals anywhere in the country—and perhaps in the world."

In support of his view that, in the future, communications channels will be utilized more efficiently, Dr. Engstrom pointed out there is considerable study today of the fundamentals of communication theory with a view toward relieving the overcrowding of facilities. From a greater understanding of communication theory, Dr. Engstrom continued, there can emerge a telephone system which "will give us the party we desire because we speak the name or the number; another system which will type directly on paper the words we speak; and machines and systems which will do our bidding in response to the spoken word."

Business and industry, Dr. Engstrom said, will benefit from the development of electronic analyzing, data handling and control mechanisms that will function beyond the clerical level. He said these systems will develop to a point where they may analyze marketing and sales data, schedule production, order materials, control manufacturing processes and schedule delivery of finished products.

"Given the proper exercise of these responsibilities, there is no apparent limit to the technological progress and consequent prosperity and well-being that lie ahead for all of us," Dr. Engstrom asserted. "Already the development of swift and sure communications and transportation facilities have had a profound effect upon the world in which we live . . . The advances made and the even greater ones to come in the varied spheres of communication can serve to promote greater harmony and understanding among all peoples."

New Bell Assembly Machine To Speed Transistor Output

A HIGHLY-INTRICATE transistor of the "tetrode" (four-element junction transistor) type can be assembled within less than a minute's time by an automatic machine, called "Mr. Meticulous," the development of which has been announced by Bell Telephone Labs.

Tetrode transistors hold promise in use at relatively high frequencies and for broad-band applications such as television and for large bundles of telephone conversations.

According to Bell Labs, the machine takes the human error element out of the assembly of the tiny, pea-sized transistors. The seven-foot high machine can carry out 15 electrical and mechanical tests within 46 seconds and, what is more important, without making a mistake.

This ability to cut down the number of rejects in the highly-specialized assembly of tiny transistors—it takes at least five minutes for a human being to assemble and test the transistor and he, of course, is more susceptible to error—could break the big barrier to low-cost, mass production of transistors, and open the way to competition in price with vacuum tubes, it was said.

As yet, "Mr. Meticulous" remains in the laboratory stage but a spokesman for Bell said the machine process eventually will be used.

Radio-Tv Improvements Seen In AT&T Capital Request

STOCKHOLDERS in American Telephone & Telegraph Co. will be asked to vote on a recommendation made by the board of directors last week that they authorize a new issue of convertible debentures in an amount not to exceed $650 million. The vote will be taken at the company's annual meeting April 20.

The board also declared the regular quarterly dividend of $2.25 per share, payable April 15 to stockholders of record March 15.

The proposal for the new issue of convertibles provided that the company may proceed with such an issue subject to final action by the board of directors at the time new capital is needed. It did not specify what facilities would be constructed with the new capital, but observers assumed tv and radio may be included.

Communications Equipment Test Planned in A-Blasts

TWENTY-NINE electronics manufacturers will take part in the atomic test to be held this spring in Nevada by Federal Civil Defense Adm. [B•T, Feb. 14]. Participating firms will supply equipment and parts, under sponsorship of Radio-Electronics-Tv Mfrs. Assn. Data will be

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LECASTING

gathered to give indications of the types of post-disaster repair problems facing communications personnel.

RETMA is coordinating electronics tests through a committee of which R. H. Williamson, General Electric Co., is chairman.

Participating firms are: Admiral Corp., American Phenolic Corp., Andrew Corp., Antenna Specialists Co., Belden Manufacturing Co., Bendix Aviation Corp., Cook Electric Co., Corning Glass Works, Dale Products, DuKane Corp., Erie Resistor Corp., General Electric Co., Hallicrafters Co., Hughes Aircraft Co., Hydro-Aire Inc., IDEA Inc., JFD Mfg. Co., Jefferson Electric Co., Lenz Electric Mfg. Co., P. R. Mallory & Co., Motorola Inc., North Electric Mfg. Co., Permoflux Corp., RCA, Remler Co., Shure Brothers, Simpson Electric Co., Speer Carbon Co. and Stainless Inc.

RCA Says Zenith Suit Violates Court Procedures

CLAIM that the Zenith-Rauland suit against RCA violated proper court procedures was made in a petition to the Supreme Court for a writ of certiorari, filed by RCA last fortnight. RCA claimed that the duplication of suits in both the Delaware Federal court and the Chicago District Court violated orderly court administration. It asked permission to seek a Supreme Court order forcing the Chicago court to delay that trial until the Delaware suit has been adjudicated. The Chicago suit began last month with the taking of depositions.

Zenith, on the other hand, has asked the Delaware court to postpone its trial until the Chicago trial has been completed [B•T, Feb. 7].

Case stems from 1946 Zenith suit in Delaware questioning the validity of RCA's patent rights and its licensing practices.

GE Cuts Transistor Prices

GENERAL PRICE reduction ranging from 22 to 45% on its complete line of transistors, effective March 1, was announced last week by General Electric Co., Syracuse, N. Y. James H. Sweeney, GE manager of marketing for germanium products, said this was the initial step in bringing transistor prices down to a level competitive with electron tubes.

The lowered prices have been made possible because new mechanized production facilities and controlled manufacturing processes are now in operation, Mr. Sweeney said.

MANUFACTURING PEOPLE

MR. COHN

Hugo Cohn, executive vice president, Radio Receptor Co., Brooklyn, elected president, succeeding **Ludwig Arnson,** retiring and remaining as director and consultant; **Harold R. Zeamans** elected secretary-treasurer.

Charles McKinney appointed advertising manager, Magnecord Inc. (tape recorders), Chicago, succeeding **James Butler.**

A. S. Backus, plant manager in charge of all manufacturing operations, Mycalex Corp. of America, Clifton, N. J., appointed works manager; **G. J. Lynch,** assistant plant manager, appointed assistant works manager; **Carl G. Steinecke,** formerly with General Electric Co., Schenectady, N. Y., to Mycalex as purchasing agent.

W. O. Spink, assistant equipment sales manager, electronic products sales div., Sylvania Electric Products Inc., N. Y., appointed equipment sales manager.

Charles R. Lane, former senior electronics engineer, General Communications Co., Boston, appointed regional manager, Andrew Corp. (transmission lines, antenna equipment), Chicago, in charge of Westwood, Mass., branch office, serving New England and upstate N. Y.

MR. LANE

M. L. Judd, Allen Park, Mich.; **Don L. Davison,** Cleveland, and **James H. Blaine Jr.,** Memphis, Tenn., appointed district sales managers, Hallicrafters Co., Chicago.

MANUFACTURING SHORTS

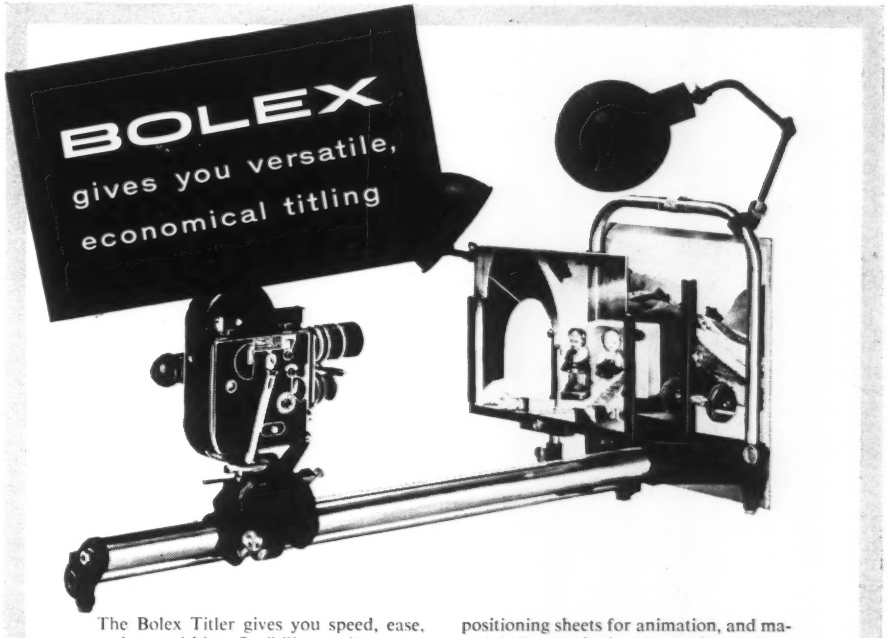
Standard Electronics Corp., Newark, N. J., announces new unit-engineered conversion kit for converting RCA-TT5A water-cooled tv transmitters to air-cooled operation. According to S-E, conversion offers such advantages as: tube changing in minutes; simple and adequate cooling by means of air blowers; improved accessibility of parts; easy maintenance; lower tube costs based on long-life tubes replaceable at $275 each, and possibility of expanding to higher power by adding air-cooled S-E amplifier stages.

Industrial Television Inc., Clifton, N. J., announces new color tv monitor, Type IT-146RA, in production, incorporating adjustable aperture correction, chroma and color tube screen switching and wide band color amplifiers, suitable for critical color tv applications, according to company. All standard ITI color monitor features are retained, including built-in dot generator, calibrated hue control and drawer type rack mounting.

Columbia Records, N. Y., announces development of new engineering technique in recording and mastering which will reduce problem of monitoring records at station level, increase records' durability and eliminate many of wear problems created by cuing and backtracking, according to firm.

Barker & Williamson Inc., Upper Darby, Pa., announces new single sideband filter in Models 360 and 361 housed in hermetically sealed tinned steel case measuring 2⅝" x 2¼" x 3¾" and including eight stabilized toroidal inductances and silver mica capacitors in LC type filter designed to pass frequencies 17.0 to 20 kc, according to company. Units have 3.0 kc passband with skirt selectivity on both sides. Model 360, receiving type, has impedance value of 20,000 ohms for both input and output permitting operational use as interstage coupling device. Model 361 is for use in transmitting and receiving applications with balanced coupling windings of 500 ohms and/or 10,000 ohms.

Jerrold Electronics Corp., Phila., moves executives offices from 26th & Dickinson Sts., location of engineering and production facilities, to 23d & Chestnut Sts., effective about March 1.



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PROGRAMS & PROMOTION

KCSR PROMOTIONS

KCSR Chadron, Neb., is sending copies of news items broadcast on the air to interested organizations and persons, usually those involved in the stories. The items are printed on regular 8½ x 11-in. paper on which the station has printed "We thought you would like to have a copy of this news item as broadcast on KCSR-Chadron." The operation involves retyping the newscasts and signing the forms, but the station reports excellent goodwill and an increase in unsolicited mail have resulted. The station also is distributing KCSR scratch pads to advertisers and prospective advertisers.

KSAN STAGES PARTY

KSAN San Francisco, a station pointed to the Bay Area's Negro population, gave a party at the city's Downbeat Club, attended by the local press, advertising agency representatives, business men and persons prominent in civic affairs. KSAN personalities staged a demonstration of their programs and disc m.c. George Oxford lectured on the growth of rhythm and blues music, which occupies a large portion of the station's broadcasting day. Supporting the program was a board-and-easel display of statistics of the area's Negro population.

NBC SALUTES NEGROES

SALUTE to National Negro History Week was presented by NBC Radio Feb. 14 in cooperation with the National Assn. of Negro Musicians. Marian Anderson headed the list of performers appearing on the program, titled "Best of All." Miss Anderson was the first recipient of a scholarship established in 1919 by the association. Since that time the organization has given away over $25,000 to aid musicians.

'WHATSA NAME'

KTTV (TV) Hollywood's *Whatsa Name*, a new weekly half-hour panel show sponsored by Parfums Lency, features four fashion models who attempt to identify relatives of famous people. Joe Flynn, legitimate theatre and motion picture actor, is moderator.

WEATHER GUIDE FOR VIEWERS

FRISKIES DOG FOOD, sponsor of *Weather Show* on KNXT (TV) Hollywood, is making available to viewers a 32-page "Weather Guide" devoted to a layman's explanation of terms, graphs and symbols used by meteorologists. The first two announcements on the program, offering the booklet upon receipt of a self-addressed, stamped envelope, drew several hundred requests, according to KNXT.

REGIONAL OUTLET FOR STARS

NEW FEATURE has been added to the *Don Williams Show* of Ohio's Tri-State Network (WKRC-TV Cincinnati, WTVN-TV Columbus, WHIO-TV Dayton) whereby an outlet will be provided for top stars on a regional basis. "Main Street Circuit," the new innovation of the program, features a different star each month, leading off with Buddy Rogers, movie personality and band leader. The stations believe such an outlet where New York and Hollywood talent may break into tv or find a breather between movie and theatre engagements offers a big potential for talent if adopted by other stations across the country.

ONE-MAN SHOW

KRCA (TV) Hollywood's *Unk 'n Andy*, a new weekly quarter-hour series sponsored by Sparkletts Drinking Water Corp., is designed to show children how to draw, instruct them in their alphabet and reveal interesting facts about animals. An interesting feature is that Jack Kenaston, who is KRCA program manager, is credited as the new program's star, producer, director, writer, art director, puppet master, research director, creator, make-up man, wardrobe and originator of voices.

GOOD LISTENER REACTION

TO TEST listener reaction, WSTV Steubenville, Ohio, aired the following announcement: ". . . Mrs. Howard Bradley of Knoxville Rd. please call Atlantic 2-6265 . . . Thank you." The announcement was broadcast once and the telephone number was that of the station. It took Mrs. Bradley seven minutes to call and she apologized for not doing so sooner, saying her phone had been tied up with friends who heard the announcement and wanted to know the reason for it. Mrs. Bradley also was swamped with calls the following day from friends who had heard the announcement, WSTV reports.

MORE GERMAN ON WWRL

BROADCASTS in the German language on WWRL New York are being boosted to a total of 20 hours weekly, the station has announced. An additional hour will be programmed Sunday with the German schedule running from 10 a.m. to 5 p.m. The station's German-speaking staff is being increased with Arthur Sander, formerly of WBNX New York, handling two newscasts daily, and Arthur Steiner, columnist of the *New York Staats-Zeitung* (German daily), featured in a 1-1:30 p.m. show and a 4-5 p.m. program, both on Sunday.

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FOR THE RECORD

ACTIONS OF FCC

New Tv Stations . . .

APPLICATION

St. Louis, Mo.—Signal Hill Telecasting Corp. (WTVI [TV] Belleville, Ill.), uhf ch. 36 (602-608 mc); ERP 214.7 kw visual, 112 kw aural; antenna height above average terrain 590 ft., above ground 592 ft. First year operating cost $480,000, revenue $580,000. Post office address c/o Harry Tenenbaum, Landreth Building, St. Louis. Studio and transmitter location 6000 Block of Berthod Ave., St. Louis. Geographic coordinates 38° 37' 48" N. Lat., 90° 17' 8.5" W. Long. Transmitter and antenna GE. Legal counsel Roberts & McInnis, Washington, D. C. Consulting engineer George P. Adair Engineering Co., Washington, D. C. Principals include Pres.-Treas. **Paul E. Peltason** (38.9%); Vice Pres. **Harry Tenenbaum** (38.9%); **Bernard T. Wilson** (3.3%), and **Theodore F. Weiskotten** (3.3%). Filed Feb. 10.

Existing Tv Stations . . .

ACTIONS BY FCC

KTVK (TV) Phoenix, Ariz.—**Arizona Tv Co.** granted STA to operate commercially on ch. 3 for the period ending Aug. 10. Granted Feb. 7; announced Feb. 15.

KSAN-TV San Francisco, Calif.—**S. H. Patterson** granted mod. of CP for ch. 32 to change ERP to 217 kw visual and 115 kw aural. Granted Feb. 8; announced Feb. 15.

WTHS-TV Miami, Fla.—**Lindsey Hopkins Vocational School** granted mod. of CP for reserved educational ch. 2 to change ERP to 9.5 kw visual and 5.7 kw aural. Granted Feb. 10; announced Feb. 15.

WFLA-TV Tampa, Fla.—**The Tribune Co.** granted STA to operate commercially on ch. 8 for the period ending Sept. 27. Granted Feb. 4; announced Feb. 15.

WNDU-TV Notre Dame, Ind.—**Michiana Telecasting Corp.** granted mod. of CP for ch. 46 to change transmitter location to SE corner of Ironwood and Kern Rds.; ERP 97.7 kw visual, 49 kw aural. Granted Feb. 11; announced Feb. 15.

WDXI-TV Jackson, Tenn.—**Dixie Bestg. Co.** granted STA to operate commercially on ch. 7 for the period ending June 28. Granted Feb. 4; announced Feb. 15.

New Am Stations . . .

APPLICATIONS

Ansonia, Conn.—**The Valley Bestg. Co.**, 690 kc, 1 kw unlimited. Post office address Box 1230, Hartford. Estimated construction cost $23,714, first year operating cost $50,000, revenue $65,000. Principals include **Sydney E. Byrnes** (21.5%), news producer at CBS; **Norman J. Bernstein** (12.9%), attorney; **William H. Schpero** (12.9%), retail jewelry business; **Erwin Lieff** (8.6%), engineer, and nine other stockholders. Resubmitted Feb. 10.

Chipley, Fla.—**Edward C. Allmon d/b as Tri-County Radio Bcstrs.**, 1240 kc, 250 w unlimited. Post office address General Delivery, Eglin Air Force Base, Fla. Estimated construction cost $10,410, first year operating cost $16,000, revenue $24,000. Mr. Allmon is physicist and electronic engineer at Eglin Air Force Base. Filed Feb. 10.

Brookfield, Mo.—**William R. Tedrick, Leslie P. Ware & Ira J. Williams d/b as Green Hills Bestg. Co.**, 1470 kc, 1 kw daytime, directional. Post office address c/o William R. Tedrick, Box 5, Booneville, Mo. Estimated construction cost $16,605, first year operating cost $36,000, revenue $50,000. Principals in equal general partnership include **William R. Tedrick**, owner of KWRT Booneville, Mo.; **Leslie P. Ware**, principal stockholder KLPW Union, and vice pres.-minority stockholder-general manager KCKT-TV Great Bend, Kan., and **Ira J. Williams**, pres.-50% owner Brookfield (Mo.) Pub. Co. Filed Feb. 9.

Pendleton, Ore.—**C. H. Fisher & Edna E. Fisher d/b as Pendleton Bcstrs.**, 1370 kc, 1 kw daytime. Post office address c/o C. H. Fisher, 3540 N. E. Klickitat St., Portland, Ore. Estimated construction cost $20,950, first year operating cost $50,000, revenue $60,000. Principals in equal partnership include **C. H. Fisher**, owner of KIHR Hood River, and ⅓ owner KVAL-TV Eugene, both Ore., and his wife **Edna E. Fisher**. Mr. & Mrs. Fisher are equal partners in applications for new am stations at The Dalles, and Gresham, both Ore. Resubmitted Feb. 9.

Burns, Ore.—**Chester J. Stuart & Roland V. Stuart d/b as Radio 395**, 1340 kc, 250 w unlimited. Post office address c/o Chester J. Stuart, Box 404, The Dalles, Ore. Estimated construction cost $6,983, first year operating cost $32,000, revenue $37,000. Principals in co-ownership include **Chester Stuart** (50%), pres.-20% owner KRMW The Dalles, Ore., and his brother **Roland Stuart** (50%). Filed Feb. 11.

Station Authorizations, Applications
(As Compiled by B • T)

February 10 through February 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Jan. 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,674	525	126
CPs on air	12	20	†317
CPs not on air	101	10	130
Total on air	2,686	545	443
Total authorized	2,787	555	573
Applications in hearing	137	2	167
New station requests	174	5	19
New station bids in hearing	76	0	151
Facilities change requests	137	8	38
Total applications pending	696	67	220
Licenses delcted in Jan.	1	8	0
CPs deleted in Jan.	0	0	7

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through Feb. 16

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,702	2,690	114	173	78
Fm	545	527	28	8	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	273	317	592[1]
Educational	16	18	34

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	300	111	411
Noncommercial on air	8	3	11

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	949	337	733	534	1,268[4]
Educational	57		29	28	57[3]
Total	1,006	337	762	562	1,325[4]

[1] One hundred-twenty-seven CPs (26 vhf, 101 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 34 already granted.
[4] Includes 627 already granted.

Lakeview, Ore.—Chester J. Stuart & Roland V. Stuart d/b as Radio 395, 1230 kc, 250 w unlimited. Post office address % Chester J. Stuart, Box 404, The Dalles, Ore. Estimated construction cost $9,983, first year operating cost $32,000, revenue $37,000. Principals in co-ownership include **Chester Stuart** (50%), pres.-20% owner KRMW The Dalles, Ore., and his brother **Roland Stuart** (50%). Filed Feb. 11.

John Day, Ore.—Chester J. Stuart & Roland V. Stuart d/b as Radio 395, 1230 kc, 250 w unlimited. Post office address % Chester J. Stuart, Box 404, The Dalles, Ore. Estimated construction cost $9,983, first year operating cost $32,000, revenue $37,000. Principals in co-ownership include **Chester Stuart** (50%), pres.-20% owner KRMW The Dalles, Ore., and his brother **Roland Stuart** (50%). Filed Feb. 11.

York, S. C.—G. B. Sigmon & C. C. Sigmon tr/as York-Clover Bestg. Co., 1430 kc, 1 kw daytime. Post office address % C. C. Sigmon, Box 202, Lincolnton, N. C. Estimated construction cost $12,300, first year operating cost $25,000, revenue $30,000. Principals in general partnership include **G. B. Sigmon** (50%), owner of dairy and poultry farm, and his son **C. C. Sigmon** (50%), employe at textile manufacturer. Filed Feb. 11.

Waupaca, Wis.—Dorothy J. Laird, 800 kc, 500 w daytime. This was earlier erroneously reported as 600 kc. Filed Jan. 21.

Existing Am Stations . . .

ACTIONS BY FCC

KCHA Charles City, Iowa—Radio Inc. granted permission to sign off at 5 p.m. on Saturday and Sunday during February and October, except when carrying ball games, etc. Granted Feb. 10; announced Feb. 15.

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WVCH Chester, Pa.—James M. Tisdale granted CP to change from 250 w to 1 kw on 740 kc, daytime. Granted Feb. 11.

APPLICATIONS

KWFC Hot Springs, Ark.—Spa Bestg. Co. seeks CP to change from 1340 kc 250 w to 1350 kc 500 w night, 1 kw day, directional night. Filed Feb. 7.

KPOL Los Angeles, Calif.—Coast Radio Bestg. Corp. seeks CP to change from daytime to unlimited operation using 10 kw on 1540 kc. Filed Feb. 8.

KCHR Charleston, Mo.—So. Mo. Bestg. Co. seeks CP to change from 500 w to 1 kw on 1350 kc. Filed Feb. 15.

WNBT Wellsboro, Pa.—Farm & Home Bestg. Co. seeks mod. of CP to change from 1570 kc daytime to 1490 kc unlimited. Filed Feb. 15.

WKYR Keyser, W. Va.—WKYR Inc. seeks CP to change from 1 kw to 5 kw on 1270 kc. Filed Feb. 9.

New Fm Station . . .

ACTION BY FCC

Chicago, Ill.—Northern Ill. Bestg. Co. granted CP for new class B fm station on ch. 246 (97.1 mc); ERP 11 kw; antenna height above average terrain 185 ft. Granted Feb. 10.

Existing Fm Station . . .

ACTION BY FCC

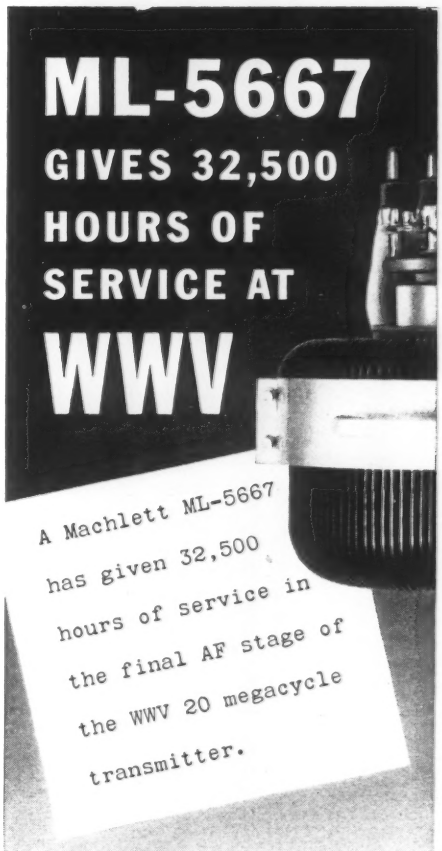
KPFA (FM) Berkeley, Calif.—Pacifica Foundation granted CP to change ERP from 52 to 54 kw; antenna height above average terrain 1,330 ft. Granted Feb. 8; announced Feb. 15.

Ownership Changes . . .

ACTIONS BY FCC

KDMS El Dorado, Ark.—James A. West Sr., James A. West Jr., & Paul E. Norton d/b as El Dorado Bestg. Co. granted voluntary assignment of license to James A. West Sr. and James A. West Jr. d/b as El Dorado Bestg. Co. through purchase of ⅓ interest of Mr. Norton for $5,000. Granted Feb. 9.

KVOM Morrilton, Ark.—C. R. Horne, J. C. Willis & L. L. Bryan d/b as Morrilton Bestg. Co. granted voluntary assignment of license to J. C. Willis & L. L. Bryan d/b as Morrilton Bestg. Co.



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Springdale, Connecticut

through purchase by Mr. Willis of Mr. Horne's 40% interest. Mr. Willis will now own 90%. Granted Feb. 7; announced Feb. 15.

KBHS Hot Springs, Ark.—Resort Bcstg. Co. granted transfer of negative control (50%) from G. L. Bayless and others to Walter Y. Cleveland and J. Eric Taylor through stock transfer involving merger with KRCH there. Granted Feb. 10; announced Feb. 15.

KMOR Oroville, Calif.—Oroville Bcstrs. granted voluntary transfer of control to Joy C. Fearnhead through purchase of 37.5% interest from Knox La Rue for $5,425. Mr. Fearnhead will now own 75% interest. Granted Feb. 8; announced Feb. 15.

KBNZ La Junta, Colo.—Otero Bcstg. Co. granted voluntary acquisition of negative control by both A. B. Crichton and Myron S. Morrison through purchase of 1/3 interest from Frances Jean Gerken, executrix of the estate of R. D. Gerken for $8,100. Messrs. Crichton and Morrison will each now own 50% interest. Granted Feb. 9.

WDEL-AM-FM Wilmington, Del.—WDEL Inc. granted voluntary assignment of license to Delmarva Bcstg. Co. for $250,000. Principals include **J. Hale** and **John F. Steinman** families, present owners of the station. Purpose is to separate from WDEL-TV operation. Granted Feb. 7; announced Feb. 15.

KORT Grangeville, Idaho—Far West Radio Inc. granted voluntary transfer of control to Hub and Helen H. Warner through purchase of 1/3 interest from David L. Dodd for $4,000. Hub and Helen H. Warner each will now own 50% interest. Granted Feb. 11; announced Feb. 15.

WBBA Pittsfield, Ill.—Pike Bcstg. Co. granted voluntary acquisition of control by Keith Moyer through transfer of 45¾% interest from Roger L. Moyer for 25% interest in WTIM Taylorville, Ill., and assumption by R. L. Moyer of $22,600 obligation. Keith Moyer will now own 91½% interest. Granted Feb. 10; announced Feb. 15.

WTIM Taylorville, Ill.—Roger L. Moyer & Keith Moyer d/b as Moyer Bcstg. Co. granted voluntary assignment of license to Roger L. Moyer tr/as Moyer Bcstg. Co. through transfer of 25% interest to Roger L. Moyer for assumption of $22,600 obligation and 45¾% interest in WBBA Pittsfield, Ill. Mr. Moyer will now be sole owner. Granted Feb. 10; announced Feb. 15.

KORK Las Vegas, Nev.—Vegas Valley Bcstg. Co. granted assignment of license to parent company Reno Bcstg. Co. Granted Feb. 10; announced Feb. 15.

KXEL Waterloo, Iowa—Josh Higgins Bcstg. Co. granted voluntary transfer of control (75%) to WOPA Inc. for a gross figure of $312,000. WOPA Inc. is owner of WOPA Oak Park and WOPT (TV) Chicago. Purchase price was for 85,000 shares of stock for $187,000 plus $125,000 for the rights to the name "Josh Higgins". Principals include Pres. **Egmont Sonderling** (18.7%); Vice Pres. **Richard Goodman** (41.2%), and Sec.-Treas. **Mason A. Loundy** (15%). Granted Feb. 9.

WJJL Niagara Falls, N. Y.—John J. Laux granted voluntary assignment of license to Niagara Frontier Bcstg. Corp. for $85,000. Principals include Pres. **James T. Sandonato** (74.8%), hotel owner, and **Thomas W. Talbot** (25%), general manager of WJJL. Granted Feb. 9.

WHAI-AM-FM Greenfield, Mass.—John W. Haigis granted voluntary assignment of license to wholly owned corporation Haigis Bcstg. Corp. Granted Feb. 7; announced Feb. 15.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. granted voluntary transfer of control to Ben A. Laird through purchase of 43.4% interest from Wm. S. & Edward Schons for $45,000. Mr. Laird will now own 82.5% interest. Granted Feb. 7; announced Feb. 15.

WAKN Aiken, S. C.—Aiken Electronic Advertising Corp. granted voluntary transfer of control to John Mare through purchase of 20% interest from B. T. Whitmire for $7,609. Mr. Mare will now own 69% interest. Granted Feb. 10; announced Feb. 15.

WBEU Beaufort, S. C.—Beaufort Bcstg. Co. granted voluntary relinquishment of positive control by John M. Trask through sale of 90 shares for $17,100. Principals will now include Vice Pres. **Harold E. Trask** (25%), truck farming, packing and shipping; Sec.-Treas. **Jacob M. Dowling** (5%), attorney; **George L. Tucker** (10%), dry cleaning, and **G. G. Dowling** (5%), attorney. Granted Feb. 9.

KTRN Wichita Falls, Tex.—Texoma Bcstg. Co. granted voluntary assignment to Texoma Bcstg. Co. of Wichita Falls for $80,000. Principals include **A. Boyd Kelley** (94.5%), 45% owner of KPLT Paris, Tex., and pres.-2.5% owner of KTRN, and **Robert A. Harmon** (5%), chief engineer at KTRN. Granted Feb. 9.

KSEL Lubbock, Tex.—Lubbock Bcstg. Co. granted assignment of license from partnership to a corporation with the same stock interest. Granted Feb. 8; announced Feb. 15.

WDUZ Green Bay, Wis.—Green Bay Bcstg. Co. granted voluntary transfer of control to Ben A. Laird through purchase of 43.4% interest from Wm. S. and Edward Schons for $45,000. Mr. Laird will now own 82.5% interest. Granted Feb. 7; announced Feb. 15.

APPLICATIONS

KYOS Merced, Calif.—C. O. Chatterton & Glenn E. McCormick d/b as KYOS seek voluntary assignment of license to corporation KYOS Inc. Messrs. Chatterton and McCormick each will own 50% interest. Filed Feb. 7.

WCFS Harvey, Ill.—Charles F. Sebastian seeks voluntary assignment of CP to Rollins Bcstg. Inc. for $8,350. Rollins owns WNJR Newark, N. J.; WRAD Radford, Va.; WRAP Norfolk; WAMS Wilmington, Del., WJWL Georgetown, Del., which it seeks to move to Philadelphia, and applicant for new am stations at Georgetown, Del., and Indianapolis. Filed Feb. 7.

WRUS Russellville, Ky.—Roth E. Hook & Charles W. Stratton d/b as South Kentucky Bcstg. Co. seeks voluntary assignment of license to Roth E. Hook through purchase of 1/4 interest for $4,000. Filed Feb. 14.

Hearing Cases . . .

FINAL DECISION

Hastings, Neb.—FCC by Order made effective immediately an initial decision and granted The Seaton Pub. Co. CP for new tv station on ch. 5 in Hastings, Neb. Action Feb. 11.

INITIAL DECISION

WLEW Bad Axe, Mich.—FCC Hearing Examiner William G. Butts issued initial decision looking toward grant of the application of Port Huron Broadcasting Co. for a CP to change facilities of station WLEW Bad Axe, Mich., from 1540 kc, 250 w, daytime only, to 1340 kc, 250 w, unlimited time. Action Feb. 15.

OTHER ACTIONS

WHMA Anniston, Ala.—FCC scheduled for hearing on April 14 application to change from 1450 kc to 1240 kc. Action Feb. 10.

KNBY Newport, Ark.—FCC scheduled for hearing application to change from 1280 kc to 730 kc. Action Feb. 10.

San Francisco-Oakland, Calif.—Ch. 2 proceeding. FCC by Memorandum Opinion and Order denied petitions by Channel Two Inc., and Television East Bay, both requesting enlargement of issues in Oakland, Calif., ch. 2 proceeding to add "superiority of site" determinations. Action Feb. 11.

San Bernardino, Calif.—FCC by Order (1) denied petition by Orange Belt Telecasters for rehearing or reconsideration, etc., of Commission March 15 Decision denying its application for new tv station on ch. 30 in San Bernardino, Calif.; and (2) dismissed alternative petition for leave to amend application and for grant thereof. Action Feb. 11.

Tampa-St. Petersburg, Fla.—FCC by Order (1) granted motion filed Jan. 24 by WEBK Tampa, Fla., to strike reply filings by Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla., and (2) denied Gulf Beaches petition of Dec. 29 for reconsideration of Commission's Nov. 24 decision in am proceeding. Action Feb. 11.

Tifton, Ga.—FCC by Memorandum Opinion and Order, postponed the effective date of its Dec. 15 grant of the application of Radio Tifton for new am station on 1570 kc, 1 kw, daytime in Tifton, Ga., pending hearing on same to consist of oral argument on Feb. 28, and made Tifton Bcstg. Corp. (WWGS) Tifton, who protested grant, party to the proceeding. Commissioner Doerfer dissented. Action Feb. 10.

Indianapolis, Ind.—Ch. 13 proceeding. FCC by Memorandum Opinion and Order dismissed joint petition filed Oct. 26 by Indianapolis Bcstg. Inc., WIBC Inc., and Crosley Bcstg. Corp. requesting reconsideration of Commission order released July 2 in the Indianapolis ch. 13 tv proceeding which denied Indianapolis Bcstg. and WIBC petitions for enlargement of issues and affirmed examiner's action in granting petition of Mid-West Tv Corp. to amend its application. Action Feb. 11.

WCEM Cambridge, Md.—FCC scheduled for hearing on April 12 application to change to 250 w on 1240 kc. Action Feb. 10.

Newburyport, Mass.—FCC by Memorandum Opinion and Order substituted new issues in the proceeding on application of Theodore Feinstein for a new am station (1470 kc) in Newburyport, Mass. Action Feb. 11.

WGBS-TV Miami, Fla.—FCC by Memorandum Opinion and Order, the Commission (1) designated for hearing to consist of oral argument on Feb. 28, application for assignment of CP of station WMIE-TV (now WGBS-TV), Miami, Fla., from WMIE-TV Inc., to Storer Bcstg. Co.; and (2) denied, except to the extent that hearing has been ordered, protest and petition filed by Hollywood Bcstg. Co. (am station WINZ), Miami-Hollywood, Fla., and Miami-Biscayne Television Corp. (WMFL [TV], ch. 33), Miami, for reconsideration of Commission actions granting said assignment and granting modification of permit to specify operation on ch. 23 in lieu of ch. 27 and for STA thereof. The Commission provided that in the event it should find it necessary, after the hearing, to ascertain additional facts in connection with any or all of the issues specified, appropriate provision shall be made for such fact finding. Commissioners Hyde and Doerfer concurred; Commissioners Hennock and Bartley dissented. Action Feb. 16.

Hopkins-Edina-St. Louis Park, Minn., Hopkins-Edina-St. Louis Park Bcstg. Corp.; Suburban Bcstg. Corp.; KOEL Oelwein, Iowa, Northeast Iowa Radio Corp.—FCC designated for consolidated hearing applications of Hopkins-Edina and Suburban, both requesting new stations on 950 kc, 1 kw, DA, D, and application of KOEL to increase power on 950 kc from 500 w, DA-1, U, to 500 w, N, 1 kw-D, DA-2, U. Action Feb. 10.

Laurel, Miss.—FCC by Order, denied further petition by Southland Bcstg. Co. and New Laurel Radio Station Inc., for postponement of hearing on application of American Southern Bcstrs. (WPWR) for new am station in Laurel, Miss., scheduled for Feb. 14. Action Feb. 10.

Greenville, Miss., Delta-Democrat Pub. Co.; Clarksdale, Miss., Cotton Belt Bcstg. Corp. of Miss.—FCC designated for consolidated hearing applications for new am stations on 900 kc, Delta with 1 kw, D, and Cotton Belt with 250 w, D. Action Feb. 10.

WAPF McComb, Miss.—FCC scheduled for hearing on April 21 application to change from 1010 kc to 980 kc. Action Feb. 10.

Albany, N. Y.—FCC by Order, denied a petition by Van Curler Bcstg. Corp. requesting that the oral argument in the proceeding for consent to the transfer of control of Hudson Valley Bcstg. Co. (WROW-AM-TV), Albany, N. Y., be postponed from Feb. 14 to Feb. 17.

By separate actions, the Commission on its own motion postponed the above proceeding. Action Feb. 10.

Islip, Syosset, N. Y.—FCC scheduled for hearing on April 28 applications of Great South Bay Bcstg. Co. and George V. Spohrer for new am station on 540 kc 250 w daytime at Islip and Syosset, respectively. Action Feb. 10.

WWGP Sanford, N. C.—FCC denied request for authority to commence operation of am station prior to sunrise as contrary to rules. Action Feb. 10.

Toledo, Ohio—Ch. 11 proceeding. FCC by Order granted petition filed Jan. 28 by Unity Corp. Inc., for review of an examiner's ruling denying Unity's request for continuance of the date for submission of direct affirmative cases and written exhibits in the Toledo, Ohio, ch. 11 proceeding, reversed and set aside examiner's order, and ordered that the date for submission of the applicants' direct affirmative cases and written exhibits be continued from Feb. 14 to March 14. Action Feb. 10.

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Latrobe, Pa.; Salem, Campbell, Ohio—FCC scheduled for hearing on April 19 applications of WAKU Latrobe to change from 250 w to 1 kw; and applications of Myron Jones and Sanford A. Schafitz for new am stations on 1570 kc 250 w daytime at Campbell and Salem, Ohio, respectively. Action Feb. 10.

Pittsburgh, Pa.—Ch. 4 proceeding. FCC by Order denied petitions filed Aug. 11 and Oct. 22 by WENS (TV) Pittsburgh, Pa. (intervenor), to enlarge issues in the Irwin, Pa., ch. 4 proceeding, and for review of examiner's ruling permitting Allegheny Bcstg. Corp. (now Television City Inc.) to amend its application to reflect the withdrawal of Columbia Broadcasting System Inc. Action Feb. 11.

Subscription Tv—FCC invited comments by May 9 in the matter for proposals for subscription tv service. Action Feb. 10.

Tv Allocation—FCC invites comments by March 1 to a rule-making proposal by WKST Inc., New Castle, Pa., that tv channels 45 and 73 be exchanged between New Castle and Youngstown, Ohio, respectively; ordered WKST-TV to show cause why its outstanding authorization should not be modified to specify operation on ch. 45 in Youngstown rather than New Castle. Comments may be filed by March 1. WKST-TV suspended operation on ch. 45 on Jan. 14. Action Feb. 10.

WAGC Chattanooga, Tenn., Tennessee Valley Bcstg. Co.; Paducah, Ky., E. Weaks McKinney-Smith—FCC designated for consolidated hearing application of WAGC to change facilities from 1450 kc, 250 w, U to 1560 kc, 10 kw, U, DA, and move to Fort Oglethorpe, Ga., with application of McKinney-Smith for a new station to operate on 1560 kc, 1 kw, U, DA; made WQXR New York City a party to the proceeding. Action Feb. 10.

Houston-Galveston, Tex.—FCC by Order (1) dismissed petition filed Dec. 6 last by Houston Consolidated Television Co. (KTRK-TV), Houston, Tex., for review of an examiner's ruling as to the admissibility of evidence in proceeding involving application of Gulf Television Co. for mod. of CP of station KGUL-TV Galveston, Tex.; (2) granted Houston's Dec. 20 petition for review of examiner's ruling barring the taking of depositions in support of direct case; and (3) granted Houston's Jan. 4 petition for review of examiner's ruling barring the taking of depositions for rebuttal purposes, to the extent that Houston is permitted to take the depositions of persons not previously designated, and denied petition in all other respects; ordered that the examiner, consistent with the legal rights of the parties, shall, for the purpose of expediting the proceeding, prescribe the period within which the taking of such depositions shall be completed. Action Feb. 11.

KGBT Harlingen, Tex.—FCC by Memorandum Opinion and Order, granted petition of Harbenito Bcstg. Co. Inc., permittee of KGBT Harlingen, Tex., for modification of program test authority of Nov. 28, 1951. Further ordered that pending action on license application of KGBT, the program test is modified, effective ten days from release of order, to provide for operation of KGBT with 50 kw and non-DA from two hours after local sunrise until two hours before local sunset, and with 50 kw directional antenna specified in BMP-4514 from local sunrise until two hours after, and from two hours before local sunset until local sunset, and with 10 kw power and DA during nighttime hours. Action Feb. 10.

Routine Roundup . . .

February 10 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period: WISO Ponce, P. R.; WFMC Goldsboro, N. C.; WRXO Roxboro, N. C.; WSKY Asheville, N. C.; WNOS-AM-FM High Point, N. C.

WBTV (TV) Charlotte, N. C., Jefferson Standard Bcstg. Co.—Granted renewal of licenses for the regular period. Commissioner Hennock dissenting.

February 10 Applications

ACCEPTED FOR FILING

Renewal of License

WKIF Clanton, Ala., Southeastern Bcstg. Co.—(BR-1850).

WIRB Clanton, Ala., The Wiregrass Bcstg. Co.—(BR-1964).

WGST Atlanta, Ga., Board of Regents, Univ. System of Ga., For and On Behalf of Ga. Institute of Technology—(BR-441).

WMGA Moultrie, Ga., Radio Station WMGA—(BR-1031).

Renewal of License Returned

WMFC Monroeville, Ala., Monroe Bcstg. Co.—(Signed by General Manager).

Remote Control

WCLO-FM Janesville, Wis., Gazette Printing Co.—Operation by remote control from 200 E. Milwaukee St. (WCLO-FM studio), Janesville, Wis. (BRCH-123).

Applications Returned

WDBQ-FM Dubuque, Iowa, Dubuque Bcstg. Co.—Operation by remote control. Application not notarized.

Modification of CP

WMFJ-TV Daytona Beach, Fla., Telrad Inc.—Mod. of CP (BPCT-1219) which authorized new tv station to extend completion date (BMPCT-2845).

WTOC-TV Savannah, Ga., Savannah Bcstg. Co.—Mod. of CP (BPCT-712) as mod. which authorized new tv station to extend completion date to 8-26-55 (BMPCT-2849).

KID-TV Idaho Falls, Idaho, Idaho Radio Corp.—Mod. of CP (BPCT-871) as mod. which authorized new tv station to extend completion date to 8-25-55 (BMPCT-2843).

WCKG (TV) New Orleans, La., CKG Television Co.—Mod. of CP (BPCT-1474) as mod. which authorized new tv station to extend completion date to 10-17-55 (BMPCT-2848).

WCOC-TV Meridian, Miss., Mississippi Bcstg. Co.—Mod. of CP (BPCT-1181) as mod. which authorized new tv station to extend completion date to 8-12-55 (BMPCT-2847).

WIRI (TV) North Pole, N. Y., Great Northern Television Inc.—Mod. of CP (BPCT-1784) as mod. which authorized new tv station to extend completion date to 8-26-55 (BMPCT-2850).

WARM-TV Scranton, Pa., Union Bcstg. Co.—Mod. of CP (BPCT-1000) as mod. which authorized new tv station to extend completion date to 6-11-55 (BMPCT-2842).

KBMT (TV) Beaumont, Tex., Television Bcstrs. Inc.—Mod. of CP (BPCT-1099) as mod. which authorized new tv station to extend completion date to 5-25-55 (BMPCT-2844).

License for CP

WNER Live Oak, Fla., Norman O. Protsman—License to cover CP (BP-9408) as mod. which authorized change frequency, increase power, change hours of operation, install a new transmitter and make changes in the antenna system (BL-5627).

WPFA Pensacola, Fla., Charles W. Lamar Jr.—License to cover CP (BP-9348) as mod. which authorized a new standard broadcast station (BL-5622).

WMCW Harvard, Ill., Esther Blodgett—License to cover CP (BP-8579) as modified which authorized a new standard broadcast station (BL-5621).

WABJ Adrian, Mich., Gerity Bcstg. Co.—License to cover CP (BP-6251) as mod. which authorized change frequency, hours of operation, transmitter equipment and change type of transmitter (BL-5617).

WEBC Duluth, Minn., Head of the Lakes Bcstg. Co.—License to cover CP (BP-9041) which authorized change frequency, change from employing directional antenna night to day and night (DA-2), change transmitter location, install new transmitter and make change in directional antenna system (BL-5618).

KONE Reno, Nev., Thompson Magowan, Frederick V. Jones and James W. Harford d/b as Magowan, Jones and Harford—License to cover CP (BP-9382) which authorized new standard broadcast station (BL-5616).

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.—License to cover CP (BP-8664) as mod. which authorized increase daytime power, install new transmitter and employ a different directional antenna system for day operation (DA-2) (BL-5619).

WDEH Sweetwater, Tenn., F. L. Crowder tr/as The Harriman Bcstg. Co.—License to cover CP (BP-9334) which authorized new standard broadcast station (BL-5625).

Renewal of License

WANA Anniston, Ala., Edwin H. Estes and C. L. Graham d/b as Anniston Radio Co.—(BR-2988).

WAPI Birmingham, Ala., The Television Corp.—(BR-419).

WKUL Cullman, Ala., Hudson C. Millar Jr. tr/as Cullman Bcstg. Co.—(BR-1380).

WZOB Fort Payne, Ala., Glenn N. Gravitt—(BR-2489).

WBHP Huntsville, Ala., Milton Harvey Pollard—(BR-938).

WHBS Huntsville, Ala., The Huntsville Times Co.—(BR-1445).

WPID Piedmont, Ala., Cary L. Graham—(BR-2808).

WTLS Tallassee, Ala., Bertram Bank tr/as Tallassee Bcstg. Co.—(BR-2964).

WGPC Albany, Ga., J. W. Woodruff and J. W. Woodruff Jr. d/b as Albany Bcstg. Co.—(BR-808).

WGAU Athens, Ga., J. K. Patrick Bcstg. Co.—(BR-961).

WSB Atlanta, Ga., Atlanta Newspapers Inc.—(BR-440).

WRDW Augusta, Ga., Radio Augusta Inc.—(BR-792).

WRCD Dalton, Ga., James Q. Honey and Kenneth H. Flynt d/b as Whitfield Bcstg. Co.—(BR-3008).

WDWD Dawson, Ga., Dawson Bcstg. Co.—(BR-1965).

WPNX Phenix City, Ala.,-Columbus, Ga., Community Bcstg. Co.—(BR-2113).

WRGA Rome, Ga., Rome Bcstg. Corp.—(BR-774).

WAFM (FM) Birmingham, Ala., The Television Corp.—(BRH-669).

WRBL-FM Columbus, Ga., Columbus Bcstg. Co.—(BRH-732).

Remote Control

WHLI-FM Hempstead, N. Y., FM Bcstg. Corp.—Transmitter may be operated by remote control from 245 Baldwin Road, Hempstead, N. Y. (BRCH-124).

License for CP

WFMZ (FM) Allentown, Pa., Penn-Allen Bcstg. Co.—License to cover CP (BPH-1970) which authorized changes in license station (BLH-1031).

February 14 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde on Feb. 8

Chief Broadcast Bureau—Granted petition for an extension of time to and including Feb. 10 within which to file exceptions to initial decision in re tv ch. 2 in Springfield, Ill. (Dockets 10701, 03).

Corpus Christi, Tex., Superior Television Inc.—Granted petition for an extension of time to and including March 2 within which to file exceptions to initial decision in re tv ch. 10 (Dockets 10556 et al.).

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• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

By Hearing Examiner James D. Cunningham on Feb. 10

San Antonio, Tex., Mission Telecasting Corp.; The Walmac Co.—Granted motion of applicants for corrections in the transcript of hearing in proceeding re ch. 12 (Dockets 11000-01).

By Hearing Examiner Hugh B. Hutchison on Feb. 9

Muleshoe, Tex., Blackwater Valley Bcstrs.; Muleshoe Bcstg. Co.—Issued a statement and order which shall govern the course of the hearing in re applications for new am stations (Dockets 11122, 23).

By Hearing Examiner Fanney N. Litvin on Feb. 7

WOPA Oak Park, Ill., Village Bcstg. Co.—Ordered that the first prehearing conference be continued to March 1, and the hearing was continued from March 8 to March 15 (Docket 11163; BP-9271).

February 14 Applications

ACCEPTED FOR FILING

Remote Control

WMSL Decatur, Ala., Tennessee Valley Radio & Television Corp.—(BRC-658).

KWHN Ft. Smith, Ark., KWHN Bcstg. Co.—(BRC-655).

WDBQ Dubuque, Iowa, Dubuque Bcstg. Co.—(BRC-659).

WHLI Hempstead, N. Y., FM Bcstg. Corp.—(BRC-656, 657).

KSTB Breckenridge, Tex., Stephens County Bcstg. Co.—(BRC-654).

Renewal of License

WGAU-FM Athens, Ga., J. K. Patrick Bcstg. Co.—(BRH-339).

Modification of CP

WPRO-FM Providence, R. I., Cherry & Webb Bcstg. Co.—Mod. of CP (BPH-1784) as mod. which authorized changes in licensed station for extension of completion date (BMPH-4977).

WNHC-TV New Haven, Conn., The Elm City Bcstg. Corp.—Mod. of CP (BPCT-1468) as mod. which authorized changes in facilities of existing tv station to extend completion date to 8-28-55 (BMPCT-2858).

WHYN-TV Springfield, Mass., The Hampden-Hampshire Corp.—Mod. of CP (BPCT-463) as mod. which authorized new tv station to extend completion date to 6-28-55 (BMPCT-2857).

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Mod. of CP (BPCT-1764) as mod. which authorized an auxiliary antenna at main transmitter site to extend completion date to 7-5-55 (BMPCT-2854).

WNOK-TV Columbia, S. C., Palmetto Radio Corp.—Mod. of CP (BPCT-764) as mod. which authorized new tv station to extend completion date to 8-28-55 (BMPCT-2852).

WBLK-TV Clarksburg, W. Va., Ohio Valley Bcstg. Corp.—Mod. of CP (BPCT-849) which authorized new tv station to extend completion date to 9-1-55 (BMPCT-2856).

WMTV (TV) Madison, Wis., Bartell Television Corp.—Mod. of CP (BPCT-1484) as mod. which authorized new tv station to extend completion date to 8-27-55 (BMPCT-2851).

WKOW-TV Madison, Wis., Monona Bcstg. Co.—Mod. of CP (BPCT-1186) as mod. which authorized new tv station to extend completion date to 8-17-55 (BMPCT-2855).

WNAM-TV Neenah, Wis., Neenah-Menasha Bcstg. Co.—Mod. of CP (BPCT-869) as mod. which authorized new tv station to extend completion date to 8-28-55 (BMPCT-2853).

February 15 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 10

Granted License

KRKD-FM Los Angeles, Calif., Radio Broadcasters Inc.—Granted license covering changes in existing station (BLH-1029). Also granted license to use old transmitter as an aux. (BLH-1030).

STA

KCHA Charles City, Iowa, Radio Inc.—Granted permission to sign off at 5 p.m. on Sat. and Sun. for the months Feb. thru Oct. 1955, except when carrying ball games, etc.

Modification of CP

The following stations were granted extension of completion dates as indicated: WARM-TV Scranton, Pa., to 8-11-55; WTOC-TV Savannah, Ga., to 8-26-55; KBMT (TV) Beaumont, Tex., to 8-25-55; WCOC-TV Meridian, Miss., to 8-12-55; WMTV (TV) Madison, Wis., to 8-27-55; WCKG (TV) New Orleans, to 8-17-55; KID-TV Idaho Falls, Idaho, to 8-25-55.

Actions of Feb. 11

Granted License

WAAM (TV) Baltimore, Md., WAAM Inc.—Granted license covering changes in facilities of existing tv station, to change description of studio and transmitter location (BLCT-228). Also granted license for maintenance of presently licensed main transmitters as aux. to be located at present main trans. site (BLCT-229).

Modification of CP

WMFJ-TV Daytona Beach, Fla., Telrad Inc.—Granted extension of completion date to 9-8-55.

Actions of Feb. 9

Granted License

WTRF-TV Wheeling, W. Va., Tri-City Bcstg. Co.—Granted license for commercial tv station (ch. 7) (BLCT-222).

KELP El Paso, Tex., Trinity Bcstg. Corp.—Granted license covering changes in am station; 920 kc, 500 w 1 kw-LS, DA-N, U, and mount tv antenna on #1 tower of directional array (BL-5574).

Remote Control

The following stations were granted authority to operate transmitters by remote control: WCLO-FM Janesville, Wis., and WHLI-FM Hempstead, N. Y.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates: WTVO (TV) Rockford, Ill., to 8-24-55; WKAQ-TV San Juan, P. R., to 8-15-55; WIRI (TV) North Pole, N. Y., to 8-26-55; WACA-TV Camden, S. C., to 8-24-55.

Actions of Feb. 8

Remote Control

The following stations were granted authority to operate transmitters by remote control: WCLO Janesville, Wis.; WSPT Stevens Point, Wis.; WGBI Scranton, Pa.

STA

KFUO-FM Clayton, Mo., Luthern Church-Mo. Synod—Granted special temporary authority for waiver of rules to permit station to operate the same hours as am station, for period ending no later than 7-1-55.

WLOS-FM Asheville, N. C., Skyway Bcstg. Co.—Granted special temporary authority for waiver of rules to permit station to operate from 5:30 p.m. to 12 midnight daily for a period ending 5-1-55.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WELI-TV New Haven, Conn., to 8-24-55; WGLV (TV) Easton, Pa., to 8-23-55.

Actions of Feb. 7

Granted License

KSPR Casper, Wyo., Donald Lewis Hathaway—Granted license covering changes in licensed station; change transmitter location and type transmitter, and make changes in antenna system 1470 kc, 1 kw, 5 kw-LS, U (BL-5611).

Modification of CP

KTIV (TV) Sioux City, Iowa, KCOM Bcstg. Co.—Granted Mod. of CP to change name to KTIV Television Co. (BMPCT-2828).

Remote Control

KYNT Yankton, S. D., Yankton Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown: WICS (TV) Springfield, Ill., to 8-24-55; WALA-TV Mobile, Ala., to 6-23-55; KELO-TV Sioux Falls, S. D., to 8-23-55; KOTV (TV) Tulsa, Okla., to 8-20-55; WTVH-TV Peoria, Ill., to 8-23-55; WEDM (TV) Munford, Ala., to 8-23-55.

Actions of Feb. 4

Application Returned

WNLK Norwalk, Conn., Norwalk Bcstg. Co.—Construction permit to increase daytime power from 500 w to 1 kw. Engineering not submitted.

Renewal of License

WAGA-FM Atlanta, Ga., Storer Bcstg. Co.—(BRH-678).

WDUN-FM Gainesville, Ga., Northeast Ga. Bcstg. Co.—(BRH-356).

Remote Control

WDBQ-FM Dubuque, Iowa, Dubuque Bcstg. Co.—Remote control operation from 505 Main Street, Dubuque, Iowa (BRCH-125).

February 15 Applications

ACCEPTED FOR FILING

Renewal of License

WDIG Dothan, Ala., Jess M. Swicegood and Lola C. Robison d/b as Houston Bcstrs.—(BR-1557).

February 16 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period: WFMZ (FM) Allentown, Pa.; WTMC Ocala, Fla.; WNER Live Oak, Fla.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde on Feb. 14

Roanoke, Va., Times World Corp.—Dismissed as unnecessary, request that certain pleadings before the Commission be withdrawn because the questions raised therein are now moot, re application for ch. 7 (Docket 10655).

By Hearing Examiner J. D. Bond on Feb. 15

WFPA Ft. Payne, Ala., George A. Gothbert Jr.—Granted petition requesting acceptance of the late filing of its statement of intention to appear at hearing re renewal of am license (Docket 11213), waiving rules inconsistent with action hereby taken.

Toledo, Ohio, The Community Bcstg. Co.—Granted petition for leave to amend its application for ch. 11, to show the substitution of a named and identified individual as sales manager, etc. (Docket 11085 et al.).

By Hearing Examiner William G. Butts on Feb. 14

Chief Broadcast Bureau—Granted motion for extension of time to file corrections to the transcript in re applications of Key Bcstg. System

(Continued on page 113)

California Network
$40,000.00

Fulltime station in need of good owner-manager. Doing respectable gross business at present. Well equipped. Located in wonderful spot to enjoy life and make nice living. Will require approximately one half down.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford Marshall	Ray V. Hamilton Phil Jackson	William T. Stubblefield
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	235 Montgomery St. Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 DeSales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-8111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-3670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Service Directory advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Station manager, single station county seat market. Profitable connection for capable salesman-manager familiar all phases. Engineering experience not necessary. Box 291G, B•T.

Manager—top salesman with experience in small market. Unusual opportunity for advancement in metropolitan market. Box 363G, B•T.

Sales manager who can sell as well as direct salesmen for California major network station, medium market. Submit sales record, references that will stand investigation. Excellent opportunity for producer. Box 389G, B•T.

Sales manager for daytime independent in large western market area. Salary plus commissions. Outstanding financial future for successful, aggressive man. Promotion opportunity. Box 397G, B•T.

Midwest radio-tv operation needs director of operations to coordinate both organizations. Send complete information. Box 398G, B•T.

HELP!

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They are not "specialists", but have been thoroughly trained by professionals for a combination of jobs, using standard commercial equipment in our studios.

- **Announcers** (Tv & Radio)
- **Camera Men**
- **Continuity Writers** (Tv & Radio)
- **Floor Men**
- **Salesmen**
- **Sales Service Men**
- **Traffic Assistants** (Tv & Radio)
- **Film Editors**
- **Projectionists**
- **Artists** (Comm. lettering & Design)

Remember, our service is FREE. We are *not* an employment agency. We simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write, wire, or call John Birrel, Placement Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

with schools in

HOLLYWOOD • CHICAGO • PORTLAND

RADIO

Help Wanted—(Cont'd)

Commercial Manager: If you have proven sales record and can sell and direct sales staff, have excellent opportunity, midwest. Salary, commission, plus percentage of profit. Also stock opportunity and management to right man. Need immediately. Box 426G, B•T.

KCMR, McCamey, Texas, has opening for manager with top sales record in southwest. Starting pay over $5,000. Small economical operation for sales-minded manager who desires to make money. Personal interview necessary. Write Gene Hendryx, KVLF, Alpine, Texas.

Sales manager with record of successful selling and square shooting tactics can make connection with modern music-news independent that will be better in many respects than part ownership. No freeloaders but generous income potential and high degree of selling freedom in highest income-per-family city in state. Wayne M. Nelson, WPET, Greensboro, N. C.

Salesmen

Wanted: Salesman or woman. Big pay, large percentage. Write Box 847F, B•T.

Florida—experienced man, draw against 15% Box 661F, B•T.

Experienced salesman and play-by-play sportscaster. Exceptionally good deal net. affiliate single station market. Details first letter. Box 341G, B•T.

Minnesota regional station needs time salesman. Interested in man able to announce play-by-play sports. Salary plus commission. Box 349G, B•T.

Iowa . . . Established radio-tv network station will add one radio and one tv salesman to present happy, prosperous sales staffs. Send complete information in first letter. Box 351G, B•T.

Wanted: Manager for telephone crew. Fine chance for advancement. Box 364G, B•T.

Salesman for daytimer in Illinois. Will consider announcer or copywriter who would like to branch out into sales and management. Car necessary. Good market. Good station. Good pay. Box 378G, B•T.

Excellent financial lifetime opportunity for a hard hitting succesful salesman. National company. Salary, liberal commission and travel expenses. Box 380G, B•T.

Help Wanted: Sales opening at WCLG(Morgantown, W. Va. Draw against 15% commission. Personal interview necessary. Include full details of experience, etc., in first letter. Send to C. Leslie Golliday, WEPM, Martinsburg, W. Va.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

$18,000 year firm contract for talented deejay on large station, west coast major market. Don't apply if merely better than average. Must have top comic timing, do impressions and dialects. Top air salesman, clever on lead-in and tags. Imperative wit be projected in short takes without long talk. Be pliable and cooperative to fit well integrated personnel group and follow station policies on music selection, commercial length, etc. Send half hour tape with only few bars identifying each platter. Include picture, work record, references, complete personal data. Box 205G, B•T.

Announcer, 1st phone, immediately, emphasis on announcing, good salary, send tape and references. Box 360G, B•T.

Amusing DJ—Natural ad-libber. Fast flowing, informal, slang delivery. Actor. Great Lakes, Pa., N. Y., Ohio area. Single. Box 362G, B•T.

RADIO

Help Wanted—(Cont'd)

Need dependable afternoon man to run mature record programming. Some news, western music. Friendly 250 watter in northern Minnesota. Reasonable salary, excellent experience. Send tape, photo and full letter of application and we will call. Box 372G, B•T.

Experienced announcer with first class ticket. Network station in large Louisiana city. Permanent position to right person. Box 381G, B•T.

Experienced announcer for network station in Louisiana city. State experience and salary expected. Permanent. Box 383G, B•T.

Are you one of these two men? If you're top-notch, dependable and fit either of these descriptions, investigate the solid future offered now! Engineer, thoroughly experienced in am radio, who takes pride in maintaining fine equipment and is capable of good strong commercial announcing. Salary possibilities excellent. Performance for this station will pay! Time salesman who thinks big, has salable ideas. If dignified, personable and a real go-getter, possibilities unlimited. These are real opportunities with an excellent popular music station in Virginia. Send complete resume now. If you're the right man and presently employed, we'll wait. Write Box 421G, B•T.

1000 watt network affiliate in heart of hunting and fishing country needs announcer-engineer; announcer-commercial script writer; or announcer-salesman. Chance for immediate advancement to program director or other good position. Pleasant working conditions. $60. 40 hours, Monday through Friday. No early morning, night or weekend work required. Time and a half for more than 40 hours. No phone calls. Do not submit discs, tapes, or other returnable material. Write Bill Anderson, KVWO, Box 926, Cheyenne, "Wonderful Wyoming."

Vacation relief man . . . must have first phone ticket. Good voice, sober and reliable. Contact Frank Kilpatrick, KXRX, San Jose, California.

Wanted! A really good announcer! Starting pay is $110.00 a week. If you are a far above average announcer, interested in a lifetime position, please send your tape to: Richard F. Lewis, Jr., Radio Station WINC, Winchester, Virginia.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWBG, Bowling Green, Ohio.

If you are a personality DJ with a good record you may be the man for one of our stations—KOWH, Omaha, WHB, Kansas City, or WTIX, New Orleans. Send audition with letter enclosed to Todd Storz, President, Mid-Continent Broadcasting Co., Omaha 2, Nebraska. Auditions promptly returned.

Technical

Beginner, 1st engineer to learn entire station operation. Midwest. Box 374G, B•T.

Person with first class ticket and no experience. Will train. Network station in large Louisiana city. Box 382G, B•T.

Wanted: Two engineers with first class ticke's for fulltime independent station in medium large eastern seaboard city. Prefer energetic boys with ambition and desire to learn. Group owned station. Many benefits. Real opportunity for advancement. Box 388G, B•T.

Engineer—first class license. Immediate opening. Permanent position. No announcing. Box 411G, B•T.

Wanted: Engineer with first phone ticket, car necessary. Would prefer "combo" man. Contact Ed Cooney or John Gort, KOPR Butte, Montana.

First phone immediate opening permanent position thousand watt regional. Need car, write or wire George Crocker, KSDN Aberdeen, South Dakota.

Production-Programming, Others

Program director with first ticket. Immediate opening, competitive market. Good opportunity for man with ability and experience. Send full information to A. M. McGregor, KSTT Davenport, Iowa.

Newsman, announcer to gather and broadcast local news. 20 hours news work, 20 hours announcing, $70.00 per week. Send tape, resume, photo, letter to program director. WGTC Greenville, North Carolina.

Wanted: Ambitious news editor for ambitious local station with big ideas and big future. Telephone at once. Station WSDR, Sterling, Illinois.

RADIO

Situations Wanted

Managerial

Operations Director: Family man, college graduate, wishes to locate permanently in congenial community. Qualified to assist in pre-construction planning and to train and supervise operating personnel. Thoroughly experienced in camera direction, lighting, film, photography and engineering. Will wait for attractive opportunity. Box 192G, B•T.

Sales manager or sales-minded station manager available immediately. Background of thorough experience. Outstanding record in personal sales and supervision. Mid-forties, married, stable. Out of radio past few years, now seek return to am field with established station where sound, aggressive (not pressure) production will mean good earnings, congenial surroundings. Go anywhere but interested only in long haul. Box 340G, B•T.

General manager: Age 31. Married, college graduate, 9 years experience from ground up. Presently employed as manager, operating in black. Want larger market, greater potential. All radio man, keen competitor. Active in civic and social life of community. No big shot or office warmer, hard worker. Interested in making money for both of us. Write Box 369G, B•T.

Employed sales manager wishes change to job with future chance to make manager. Sold nearly $2,000 in dry Texas market during December. First phone, can do copy, programming, limited announcing. 12 years experience. Prefer Oklahoma or Texas. No combo. Write Box 342G, B•T.

Manager-salesman and bookkeeper-copywriter (husband-wife team) desire small town station in southeast. Will manager or lease. Good background, best references. Available March 1st. Write Box 402G, B•T.

Salesman

Employed sales manager wishes change to job with future chance to make manager. Sold nearly $2,000 in dry Texas market during December. First phone, can do copy, programming, limited announcing. 12 years experience. Prefer Oklahoma or Texas. No combo. Write Box 343G, B•T.

Salesman who can use excellent PD or sports background if desired. Seek permanent Florida or N.E. radio or tv. Box 399G, B•T.

Announcers

Versatile announcer, some DJ experience, newscasting, writing comercials, available immediately. Box 227G, B•T.

Baseball announcer, 7 years experience, excellent voice, finest of references. Box 266G, B•T.

Outstanding news and sports personality seeking job with opportunity. Clear mature voice backed by ample experience. College graduate presently employed. Tape and resume upon request. Box 279G, B•T.

Deejay—two years present location—emceed network show. Strong on play-by-play—news—special events—third ticket. Prefer eastern location. Box 284G, B•T.

Brighten up your weekends. Top-flight New York commercial announcer, newscaster and writer with several exclusive successfully tested network radio programs, wants Saturday and Sunday work out of town. Tapes and interview upon request. Box 311G, B•T.

Sportscaster—will be available for baseball season. Currently employed. Box 345G, B•T.

Experienced staff announcer: Strong news, personality, family man, presently employed. Box 347G, B•T.

Sober settled morning man, restricted ticket wants change locality—five years Alabama one kw. Hillbilly—gospel—news—experience sales. Box 348G, B•T.

Announcer. Four years experience, news, DJ. Prefer midwest. Reference. Box 350G, B•T.

Capable negro announcer, DJ, commercially successful record for market purposes. Smooth sailing platter pleasure for program position. Tape, resume. Box 353G, B•T.

Announcer—strong on news and DJ work. Able to produce continuity, radio-tv agency copywriting experience. Have attended college and am a Midwestern graduate. Available March 1st. Will travel. Tape, resume, photo on request. Box 355G, B•T.

DJ-sports, play-by-play, 2 years experience, 28, vet, married, employed, reliable. Box 358G, B•T.

All-around ability—excellent baseball play-by-play. Did Canal Zone League games—former umpire—only 28. Vet. Travel, money no object—write for tape. Box 361G, B•T.

Experienced announcer—salesman—desires permanent position in northwest. Married, vet, 3rd ticket. Present employer best reference. Box 366G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer—salesman. 4 years experience, married. Would like opportunity to grow with Canadian station. Box 367G, B•T.

Announcer, 7½ years experience in radio, tv, desires permanent position with prestige station. Now conducting top rated shows on NBC affiliate in one of the best Rocky Mountain markets. Cannot consider quicky offers. Stability of position is prime requisite. Write Box 368G, B•T.

Negro—announcer, salesman, DJ, veteran, college. Third ticket. Cosmopolitan voice. Box 371G, B•T.

Announcer—family man, 1½ years experience. News, DJ and some play-by-play sports. Show good possibility. Desire permanent staff position with opportunity to do sports. Tape on request. Box 375G, B•T.

Top DJ, news, sports. Experienced. Available May 23. College graduate. Disc. Prefer east. Box 379G, B•T.

Staff announcer. Good music and newsman. Strong commercial delivery. Excellent ratings. Four years experience. Employed. B.A. degree. $85. Tape-resume. Box 391G, B•T.

Ohio, Kentucky, W. Va., please note. Young, married, experience, deejay. All around ability. Engineer, controls, sales, references. Employed. Interviews. Box 393G, B•T.

Experienced staff man (4 years) pleasant voice, authoritative news delivery, easy DJ style, handle board. Box 395G, B•T.

Announcer, program and news director, 8 years experience, seeks permanent position, northeast. Strong early morning and news voice. Reply Box 396G, B•T.

Announcer wishes job with small station, commercials, newscasting. Experience light. 3rd ticket. DJ work. Box 401G, B•T.

Staff announcer—strong news, sports, DJ. Authoritative commercials. Dependable, single, veteran, tape on request. Box 403G, B•T.

Announcer—continuity writer. Some experience. Single, 3rd class ticket. Tape, resume on request. Box 404G, B•T.

21 years old, high voice untalented guy desires communication with deeper voiced fellow. Object: Click as a team, morning DJ, comedy, etc. I'm graduate 2 radio schools. Box 405G, B•T.

Announcer—deejay, employed, seeking job with future, married, veteran, will travel, tape. Box 407G, B•T.

Announcer—light experience, good news, knows classical names, have selling experience. Box 409G, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 412G, B•T.

Staff announcer—music—news—sports. Good interpretations. Will locate. Available immediately. Box 413G, B•T.

Announcer. First class license. Good voice. Experienced. Box 419G, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced staff announcer—strong on news, hillbilly, pops and gospel. Family man. Desire to locate in Virginia or West Virginia. Box 420G, B•T.

Conscientious announcer, experience, college graduate, married. Available immediately. Relocate. Box 422G, B•T. EMerson 3-5403, Washington, D. C.

Staff-sports announcer, four years play-by-play football, basketball, baseball. Have been buried in small town. Please dig me out. Tape, photo, sent immediately. Box 425G, B•T.

Personality DJ—sales combination: Wide background and proven commercial appeal: Morning man, news, spot coverage. Production and tv experience. 28, married. New Englander. J. C. Karpf, 111-26 66th Ave., Forest Hills, New York.

Staff announcer—married, 29. Strong news, commercials, play-by-play. Tape. Bob Mann, % Mrs. R. Schawatzman, 1750 Grand Avenue, Bronx 53, New York.

Staff-capable. Good voice, light experience. Wishes to settle. Tape tells tale. Robert Miller. 136 West 44th Street, New York City, N. Y.

Staff announcer. Veteran, 26, Good news, commercial. DJ. Tape. Resume. Available after March 31. Sid Mills, 708 73rd Street, North Bergen, N. J.

All around staff announcer, heavy news, commercials. James Moran Jr., 1061 Mayfair Road, Union, New Jersey. Call: Murdock 8-4115.

Combo—first ticket—strong on announcing, news, music and writing. 24 year old veteran. 2 dependents. Last two years non-commercial educational station. Conscientious, hard worker, having best of references. Prefer Pacific northwest. Available immediately. Clayton Stewart, 3423 South 11th Street, Tacoma 6, Washington.

DJ mail pull specialist, twenty years experience, wants air time to develop P.I. operation. Draw against percentage. Will handle entire operation. Successes include WWL . . . WJJD . . . WKBW . . . KMOX . . . WOR . . . WGN. Write Erv Victor, 1720 E. 70th Street, Chicago, Illinois.

Top-flight announcer, chief engineer, salesman, now employed as such with ideas to sell. Unusually successful present position but seeking advancement. Married, children, good health, habits, character. California, Arizona preferred. 405 Fifth, S.E., Childress, Texas. Phone 7-3100.

Excellent play-by-play sportscaster desires position. Tape available. Wire-write, 337 Custer, Billings, Montana.

Announcer-console operators. General staff. Midwestern, 228 S. Wabash Ave., Chicago, Wabash 2-0712.

Technical

1st class engineer. Married, serious-minded, excellent references. South preferred. Box 290G, B•T.

Engineer-chief engineer, ready to settle down. Wants permanent position. Experienced in am-fm, construction, remote control. Prefer Florida, or east coast. Write Box 346G, B•T.

Engineer, 1st class ticket. 4 years experience, studio, transmitter, remotes, recording. Prefer with 100 miles of N.Y.C. Married, have car. Box 373G, B•T.

MAJOR MARKET UHF STATION

Over 40 percent penetration

FOR SALE

for less than liabilities

for details

Write or wire collect

Box 324 G, B•T

RADIO

Situations Wanted—(Cont'd)

Chief engineer with experience in all phases in radio broadcasting desires position in east or midwest. Box 384G, B•T.

Chief engineer wants Florida position. Veteran. experienced, all phases of broadcasting, including announcing. Florida my home. Apply Box 394G, B•T.

Engineer, first radio-telephone license. Four years experience. Married with family. Box 406G, B•T.

Combo, good voice. Graduated engineer, 1st class license. Mature, plenty of experience. Southwest only. Box 418G, B•T.

Engineer; Single, white, age 24. Junior college education, have 1st class ticket, free to travel. Box 423G, B•T.

Production-Programming, Others

Newsman. Ten years with 50,000 watt station, newspaper background. Some tv experience. Prefer midwest or southwest. Available now. Write only, no air work. Box 262G, B•T.

Chicago newsman; broad experience; restive; single. Wants foreign berth anywhere on globe. Now editor with local news agency. Box 354G, B•T.

Accomplished organist desirous making connection in radio. Twelve years experience announcing and conducting own program. Own Hammond organ, Leslie and Hammond speakers, Celeste and Chimes. Excellent references. Box 356G, B•T.

News. Thoroughly experienced newsman. 25 years radio. Also quiz show, interviews, special events, good copy. Tape available. Box 386G, B•T. Tv possibility.

Farm director, sales programming, news. Good references. Box 390G, B•T.

Program director—8 years experience. All phases . . . including play-by-play. Presently employed as PD with successful record. Excellent recommendations. Young, ambitious. Want secure future. Box 392G, B•T.

Bright idea gal—radio, agency since 1942 in air, copy, news, sales. Prefer southwest kw or tv. Box 416G, B•T.

TELEVISION

Help Wanted

Production-Programming, Others

Combination tv-newsman-announcer wanted by Great Lakes area vhf. Send complete details first letter. Box 331G, B•T.

Promotion manager. Are you the second man in the promotion-merchandising department of a leading radio and tv station? Do you think you are smarter than the first man? Are you waiting to give the nation's advertisers a look at your new fresh promotion-merchandising ideas? Friend, this is your chance. Contact us today and we'll make you the "First" man in our promotion department. We are a leading basic CBS-TV and radio affiliate in the southeastern U. S. We would even like to hear from smart promotion gals too. Send us your presentation today. Box 332G, B•T.

Situations Wanted

Managerial

Advertising salesman with 25 years experience in newspaper, radio and television wants a job! Now executive in tv station sales but am willing to work way to top! Top references. Best of reasons for moving. Box 387G, B•T.

Announcer

Tv announcer, with production experience, want to locate with established station in west or southwest. Desire to settle. Box 400G, B•T.

Technical

Tv engineer, first phone, experienced video, audio, camera, transmitter, maintenance. Box 357G, B•T.

Experienced chief engineer of radio station desires a permanent position in television. Box 385G, B•T.

Production-Programming, Others

Experienced: 10 years radio-tv. Network calibre director-producer-announcer. Promotion, production, sales minded. Best references, personal, professional, agencies. Available immediately. Box 260G, B•T.

News director—tv-radio—unusual background, best references, experienced. All details on request. Box 274G, B•T.

RADIO

Situations Wanted—(Cont'd)

Two years production, news, music, 50 kilowatts, New York experience. Married, veteran, 28, university. Box 344G, B•T.

Top-rated, sponsored newscaster—colorful, distinctive. Enterprising, mature news-sense; intelligent appearance; thoroughly experience; awards; highest references; SDX, RTNDA; ex-newspaperman; B.S.; Now ND 50 kw net. Want tv news! Box 370G, B•T.

Versatile employee: Direction, film production, programming, news—photo or report. Wishes to relocate central, northern, western U. S. with vhf offering permanence, good working conditions, commensurate wage in return for know-how, hard work loyality. Full discriptive background air-special on request. Box 379G, B•T.

Cameraman—2 years experience. All studio operations. Audio, video, floor manager, some directing. Desires position production or cameraman. Box 408G, B•T.

Here's the young television man you've been looking for. He's 26 years old. He's alert, acute. Snaps up instruction like a blotter. Worked with top show, 2 years. Knows there a man or group of men whose hearts are in tv or radio property they own and want a young man who'd help make the station or station group grow and prosper. He's got a job with a New York agency now, but a tv station or network job is what he's after. Box 415G, B•T.

Tv film editor, 1 year experience, excellent film and tv background. Single, vet, 27. Al Calvin, 3020 South Hoover Street, Los Angeles 7, California.

For Sale

Stations

250 watt network affiliate in top money earning market—southeastern Carolina. Own valuable real estate and leaseholds $30,000.00 cash down required. Will handle balance on terms. Confidential. Box 272G, B•T.

West Coast state. 500w daytimer. Independent. Exclusive. $14,500 down. Box 430G, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Several stations priced below $34,107 (lowest average total construction costs shown in FCC's "An Economic Study of Standard Broadcasting"). Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Equipment Etc.

For immediate delivery—RCA BTA-IL 1000 watt am transmitter, five years old, excellent condition with operating and FCC spare tubes, new crystals, your frequency, packed, F.O.B. Wyoming. $4500. Box 352G, B•T.

Studio camera, view finder, RCA TK 10-A, current regulator, camera control, TM5-A mater monitor, with tubes less power supplies, used few hours. Box 424G, B•T.

G.E. 250 watt fm transmitter, frequency-modulation monitor, 2 bay antenna, 165 ft. self-supported, insulated lighted Blaw-Knox tower. First reasonable offer accepted for all or part. KENO, Las Vegas, Nevada.

For sale: RCA studio console, type 76B-a, presently in use. Contact KOKX, Keokuk, Iowa.

Gates deluxe model—30 console, good condition, $350.00. Merle Kinney, % KOOK, Billings, Montana.

For sale: Two RCA universal pickups, M1-4875-G and equalizers, M1-4975, plus extra pickup heads. All equipment excellent condition. $150. KOSE, Osceola, Arkansas.

Lehigh 300' self-supporting tower, heavily galvanized finish in perfect condition. Weight 20 tons. Includes lights, flasher and 70' steel mast if desired. Will accept any reasonable offer. WFMZ-TV, Allentown, Pa.

New and used Western Electric 109A reproducer groups guaranteed in perfect condition, $65.00 each. A. A. Friedenthal, WJR, Detroit, Michigan.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Eidson Electronic Company, Temple, Texas.

Custom built am broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unattended operation. Fritz Bauer, 1500 S. Fairway Terrace, Springfield, Missouri.

Wanted to Buy

Stations

Experienced broadcasters want to buy am properties in markets of 75,000 or more. All replies confidential. Box 273G, B•T.

Wanted to buy New York City radio station if acceptable terms and price. Notify Box 302G, B•T.

Interested in purchasing good established am station in California. Contact Marshall Matthey, 1801 N. Lima, Burbank, California.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment Etc.

3 kilowatt fm transmitter, monitor, console and transmission line. Send all replies to Box 319G, B•T.

Wanted to buy uhf equipment. Highest cash prices paid. Box 385G, B•T.

Want used remote amplifiers and microphones Send descriptions, prices. Station KOFO, Ottawa, Kansas.

Wanted: 500 feet, 1⅝" air-dielectric co-ax; 500 feet 4 inch copper ground strap; 4300 feet of ⅞ inch air-dielectric co-ax sampling line; 110,000 feet number 10 soft drawn copper wire (approx. 3400 lb.). Contact Chief Engineer, WCOJ, Coatesville, Pa., 2100.

Instruction

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

$10 each paid for old Thesaurus, Langworth, Associated, World, McGregor, Sesac and Cardinal transcription catalogs (in original binders) or artist card files issued 1930-1950. State approximate date catalog isued or date to which catalog is believed to be complete. Box 275G, B•T.

RADIO

Help Wanted

Salesman

OPPORTUNITY KNOCKS!

An important radio station in a large, rich market offers these positions. In each, we want a fully-trained, ambitious specialist who enjoys accomplishment as well as challenge.

SALESMAN: Who sells well against strong competition and who wants to be sales manager. Position in the community, salary plus liberal percentage in return for Know-How and effort.

DISC JOCKEYS: Who are experts with proven ability to build large, faithful audience and to sell merchandise. No station-break announcers. We want fresh ideas, one popular; one hillbilly.

PROMOTION MANAGER: Who has sound ideas to spark audience and sales results. Must have experience and initiative that will produce real results.

All positions offer unusual promise. In applying, send complete background information, photo, and a concrete sample of your work, proof of past accomplishments important. Reply at once.

Box 359G, B•T

SALESMAN

Great financial opportunity for the guy with ideas and solid selling punch at one of Baltimore's major radio stations. Send details and photograph to Director of Sales, WFBR, Baltimore.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

RADIO-TV WRITER-PRODUCER

WE want to add an experienced agency commercial writer-producer to handle expanding billing in our Radio-TV Department. The man we want should have a background that proves his ability to step into the following work:

WRITING: To turn out good, selling ideas and copy for live and film commercials for a wide variety of products, for local, regional, national use. Ability to think well visually, to get maximum value from picture and sound.

PRODUCING: To direct and produce what he has written and visualized; to get best results from talent, stations, networks, producers. He must have a good working knowledge of production techniques, live, film, transcribed. He must be able to plan, organize, write and follow through on complete programs, including supervision and direction of remotes.

GENERAL: The man we want probably now is employed with a good agency, doing good work. He's willing to take on the challenging, expanding job we offer, with opportunity to match. Ours is a 4-A agency of 80 people in the 5 to 10 million dollar group. We've had a much better than average record of growth in the past few years. You'll have excellent working conditions, opportunity to share in our insurance and retirement plan, and year and profit sharing plan. Tell us all about yourself, including salary requirements, in a letter to:

Director of Radio-Television
VanSant, Dugdale and Company, Inc.
15 East Fayette Street
Baltimore 2, Maryland

Situations Wanted

Announcers

Rx: For Failing Pulse Ratings!

1cc Polished Personality Record Man
1cc Proven Sales Ability
Dosage: Inject in program structure immediately upon acquisition.
Price: $12,000-One year firm contract.
Send for sample and references to

Box 427G, B•T

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men, graduates of the Paulin-Newhouse School of Announcing are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write . . .

PAULIN-NEWHOUSE
SCHOOL OF ANNOUNCING
5840 Second Blvd. Detroit, Mich.

TELEVISION

Situations Wanted

Managerial

EXPERIENCED TV STATION MANAGER

Wishes to locate with vhf TV Station in medium or major market. CBS or NBC affiliation not necessary. Prefer to invest.

Box 414G, B•T

Salesmen

CAN YOU USE THIS PACKAGE?
I HAVE—
3 Years—TV Sales Staff experience
2 Years—Ad Agency TV.—A.E.
3 Years—Motion Picture Producer (Spots)
Own $3000.00 camera equipment
36 years old—good sales contacts

Box 234G, B•T

Production-Programming, Others

HELP? HELP!

I can help you (and you can help me) if you need a TV-Radio writer-producer. 7 year agency, station experience. Live, film commercials, shows. Currently with metropolitan agency. Specialty: musical variety shows, musical commercials.

Box 410G B•T

A Production Manager's Lament

Station folded. I'm unemployed.
UHF story has me annoyed.
Seeking return to major mart "V"
To announce or direct, as case may be.
Show me
An income to provide well for my clan,
A position with future,
And I'm your man.
Box 417G, B•T.

TV FILM NEWS DIRECTOR

Ex-CBS Korean staff TV newsreel cameraman-director; organized and directed outstanding major market TV station local news operation accorded national recognition; available immediately.

Box 431G, B•T

FOR SALE

Equipment

EQUIPMENT

Tower lighting kit (A-3) incl. flashing beacon for tv or am. Never uncrated. Cost $750. Will take $375.

Box 376G, B•T

FOR THE RECORD

(Continued from page 108)

Inc., Bay Shore, N. Y., et al. (Dockets 10379, 11014), and the time was extended to Feb. 15.

Bay Shore, N. Y., Key Bcstg. System Inc.—Granted request for extension from Feb. 15 to Feb. 16 in which to file proposed findings re (Docket 10379 et al.).

Paducah, Ky., Columbia Amusement Co.; Paducah Newspapers Inc.—Granted joint motion for extension of time to file adverse findings and conclusions from Feb. 15 to Feb. 25, and replies to proposed findings shall be filed on March 11 instead of March 2, in re ch. 6 (Dockets 10875-76) (Action of Feb. 11).

Wellsville, N. Y., Radio Services of Wellsville—Granted motion for extension of time for exchange of exhibits from Feb. 15 to March 1 in re application for new am station (Docket 11186), and ordered that a further conference shall be held on March 4 in this proceeding (Action of Feb. 10).

By Hearing Examiner Elizabeth C. Smith on Feb. 11

Chief Broadcast Bureau—Granted petition for continuance of hearing in re application of Carbon-Emery Bcstg. Co., Price, Utah, from Feb. 23 to Feb. 28 (Docket 10739).

February 16 Applications

APPLICATIONS ACCEPTED FOR FILING

Renewal of License

WRAG Carrollton, Ala., Pickens County Bcstg. Co.—(BR-2646).

Modification of CP

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BPH-806) as mod. which authorized new fm station for extension of completion date (BMPH-4980).

License for CP

WHCI (FM) Hartford City, Ind., School City of Hartford City, Ind., & Hartford—License to cover CP (BPED-241) as mod. which authorized new noncommercial educational fm station (BLED-167).

Modification of CP

KOKE (TV) El Paso, Tex., Trinity Bcstg. Corp.—Mod. of CP (BPCT-1840) as mod. which authorized new tv station to extend completion date to 8-18-55 (BMPCT-2861).

Application Returned

KMBY-TV Monterey, Calif., Salinas Valley Bcstg. Corp. (Formerly Monterey Radio-Television Co.)—Mod. of CP (BPCT-1225) as mod. which authorized new tv station to extend completion date to 5-26-55.

For Sale—(Cont'd)

446-ft. TV TOWER
Self-Supporting
40-lb. WIND LOADING
FOR
12 BAY HIGH BAND ANTENNA
NEW—READY TO SHIP
Contact: Joseph B. Haigh
TEXAS STATE NETWORK
Fort Worth, Texas

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

This letter is typical of the way thousands of families feel about radio in the Atlanta area

Atlanta, Ga.
February 3, 1955

The Music Man
WSB
Atlanta, Ga.

Dear Mr. "J.V."

May I have a copy of the Poem "Why Do I Love You"- ?

Our bed room radio stays tuned to WSB. We are awakened each morning with a WSB program.

My mother sews in the den while listening to WSB - My husband reads in the bed room while listening to WSB and I work in the breakfast room tuned in to the same station.

Radios will never go out of style with us. We have four busy ones.

Thanking you and wishing for you continued success, I am

Yours truly,
Mrs. _____ *

* Name furnished on request

wsb
ATLANTA

50,000 watts–750 kc. Represented by Edw. Petry & Co. Affiliated with The Atlanta Journal and Constitution

TELESTATUS

February 21, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,320
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
WTVY (9) Young; 7/2/54-Unknown (granted STA Jan. 28)

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 45,200
►WSFA-TV (12) NBC; Headley-Reed

Munford†—
►WEDM (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 114,030

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 114,030
►KPHO-TV (5) CBS, DuM; Katz; 114,030
KTVK (3) ABC; Weed; 6/10/54-3/1/55 (granted STA Feb. 7)

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 36,013
►KVOA-TV (4) ABC, NBC; Raymer; 36,013

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,132

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 97,581
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000

Total stations on air in U. S. and possessions: 422; total cities with stations on air: 281.. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 35,576,509.
*** Indicates educational stations.**
† Cities NOT interconnected to receive network service.
(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 421,917; WGR-TV, 388,803.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.
(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by interim Tv Corp. [KSLA (TV)].
(e) WNAM-TV Neenah, Wis., has suspended operations pending merger with WFRV-TV Green Bay.

New Tv Station

THE following tv station is the newest to start regular programming: KRCG (TV) Jefferson City, Mo. (ch. 13), Feb. 13.

►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 49,812
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,000
Fresno—
KBID-TV (63) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 2,013,564
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 2,013,564
►KHJ-TV (9) DuM; H-R; 2,013,564
►KNXT (2) CBS; CBS Spot Sls.; 2,013,564
►KRCA (4) NBC; NBC Spot Sls.; 2,013,564
►KTLA (5) Raymer; 2,013,564
►KTTV (11) Blair; 2,013,564
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Montereyt—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC; Weed; 127,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-3/14/55
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53—Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
►KGO-TV (7) ABC; Petry; 1,059,055
►KPIX (5) CBS; Katz; 1,059,055
►KRON-TV (4) NBC; Free & Peters; 1,059,055
►KSAN-TV (32) McGillvra; 200,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
►KOVR (13) DuM; Blair; 1,054,000
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
►KRDO-TV (13) NBC; McGillvra; 38,000
Denver—
►KBTV (9) ABC; Free & Peters; 273,069
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
►KLZ-TV (7) CBS; Katz; 273,069
►KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 8,600
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
448,000
TELEVISION HOMES
IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 899,957
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
► WTTG (5) DuM; H-R; 631,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC, CBS; Weed; 11,726
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 373,904
WOBS-TV (30) Stars National; 8/12/53-Spring '55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown

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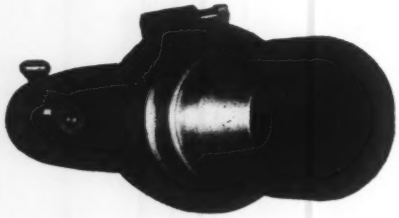

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► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 301,000
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa†—
WFLA-TV (8) NBC; Blair; 8/4/54-2/21/55 granted STA Feb. 4)
WTVT (13) CBS; Avery-Knodel; 9/2/54-4/1/55
West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 225,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36) 22,517
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 132,121
► WRDW-TV (12) CBS; Headley-Reed; 131,444
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 83,559
► WRBL-TV (4) CBS; Hollingbery; 90,384
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 90,058
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 150,990
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 58,312
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 43,200
► KIDO-TV (7) ABC, NBC; Blair; 37,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 32,018
Lewiston†—
Lewiston Tv Co. (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 151,534
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 226,337
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 244,024
► WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
► WTTV (4) NBC, DuM; Meeker; 606,450 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 524,710
► WTTV (4) See Bloomington
Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 101,000
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 147,287
Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 289,940
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 259,300
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) NBC, DuM; Pearson; 22,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 127,812
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,833
► KVTV (9) ABC, CBS, DuM; Katz; 137,035
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 165,578
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz, 86,587
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 414,493
Wichita—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 78,395
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) NBC, ABC, DuM; Forjoe; 4/13/54-3/1/55 (granted STA Jan. 20)
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 78,000
WBRZ (2) Hollingbery; 1/28/54-4/15/55
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 37,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 199,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 306,096
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 75,600
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) CBS; Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 24,000
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
► WCSH-TV (6) NBC, DuM; Weed; 150,004
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 588,336
► WBAL-TV (11) NBC; Petry; 588,336
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 588,336
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 49,315

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,267,223
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,267,223
Brockton†—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,800
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 168,000
► WWLP (61) ABC, NBC; Hollingbery; 168,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 76,212

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 64,920
Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,700
WTVS (*56) 7/14/54-Unknown
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) 1,238,585. See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 488,490
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 539,390
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
Traverse City†—
► WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 78,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R
► WCCO-TV (4) CBS; Free & Peters; 570,600
► WTCN-TV (11) ABC; Blair; 570,600
Rochester—
► KROC-TV (10) NBC; Meeker; 95,833
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 570,600
► WMIN-TV (11) ABC; Blair; 570,600

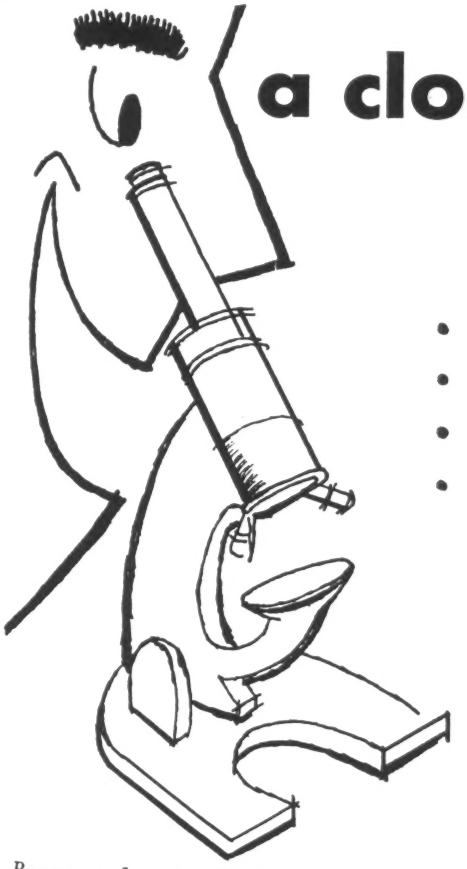
MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Summer '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 68,404
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 110,000
Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800
Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 115,000
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 145,680
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv
Joplin—
► KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
► KCMO-TV (5) ABC, CBS, DuM; Katz; 466,136
► KMBC-TV (9) CBS; Free & Peters; 466,136
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 466,136

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

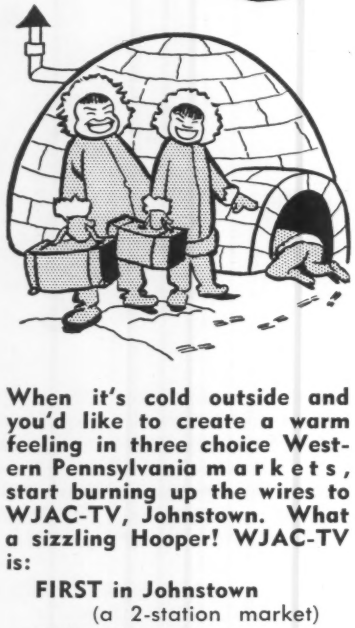
118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago



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FIRST in Johnstown
(a 2-station market)
SECOND in Pittsburgh
(a 3-station market)
FIRST in Altoona
(a 2-station market)

You really put the heat on sales . . . with the 1 buy that covers 3—

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Ask your KATZ man for full details!

FOR THE RECORD

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 125,300

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 732,884
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 62,370
► KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 18,000

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 47,538

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 111,006
► KUON-TV (*12) 72,849

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 286,000
► WOW-TV (6) NBC, DuM; Blair; 286,000

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
► KLRJ-TV (2) NBC; Pearson

Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 6,000

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 53,496
► KGGM-TV (13) CBS; Weed; 53,496

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 152,000
WTRI (35) See footnote (c)
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 317,290
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 445,151. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 447,938. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 58,590

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 27,100

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 419,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 358,300
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 358,300

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 157,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 33,000
► WLOS-TV (13) ABC, DuM; Venard; 298,130

Chapel Hill†—
► WUNC-TV (*4)

Charlotte—
► WQMC (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 459,834

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 292,768

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 98,070

New Bern†—
Nathan Frank (13) 2/9/55-Unknown

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440

Washington†—
WITN (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC; DuM; H-R; 84,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,261

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 25,000

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,077,580
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 1,085,000

Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 71,285

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 149,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
►KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
►KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
►KTVQ (25) ABC; 167,381
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 313,060
Tulsa—
KCEB (23) See footnote (c)
►KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
►KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Unknown
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,425
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/9/55
►KOIN-TV (6) ABC, CBS; CBS Spot Sls.: 287,400
►KPTV (27) NBC, DuM; NBC Spot Sls.; 219,744
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
►WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 89,307
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53-Unknown
►WSEE (35) CBS, DuM; Avery-Knodel; 58,820
Harrisburg—
►WCMB-TV (27) Forjoe
►WHP-TV (55) CBS; Bolling; 193,002
►WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 831,303
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
►WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC Free & Peters; 1,947,322
Pittsburgh—
►KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 475,000
WKJF-TV (53) See footnote (c)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,370
Scranton—
►WARM-TV (16) ABC; Hollingbery; 200,000
►WGBI-TV (22) CBS; Blair; 210,000
►WTVU (73) Everett-McKinney; 250,000
Sunbury†—
Sunbury Bcstg. Corp. (38) 2/9/55-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 225,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,382,853
►WNET (16) ABC; Raymer; 82,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 127,200
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 153,517
►WUSN-TV (2) NBC; H-R; 138,500
Columbia—
►WCOS-TV (25) ABC, DuM; Headley-Reed; 72,000
►WIS-TV (10) NBC, DuM; Free & Peters; 138,992
►WNOK-TV (67) CBS; Raymer; 75,000
Florence—
►WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340
Greenville—
►WFBC-TV (4) NBC; Weed; 443,850
►WGVL (23) ABC, DuM; H-R; 113,000
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 121,100
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55 (granted STA Feb. 4)
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
►WHBQ-TV (13) CBS; Blair; 336,442
►WMCT (5) ABC, NBC, DuM; Branham; 336,442
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
►WSIX-TV (8) ABC, DuM.; Hollingbery; 230,130
►WSM-TV (4) NBC, DuM; Petry; 208,985
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz; 224,519

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 42,240
Amarillo—
►KFDA-TV (10) ABC, CBS; H-R; 67,733
►KGNC-TV (4) NBC, DuM; Katz; 67,733
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 102,961
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/1/55
Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55
Corpus Christi†—
►KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 448,000
►WFAA-TV (8) ABC, NBC, DuM; Petry; 448,000
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
►KROD-TV (4) ABC, CBS, DuM; Branham; 64,433
►KTSM-TV (9) NBC; Hollingbery; 62,423
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 450,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55
Galveston—
►KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

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More telephones . . . more business! It's as simple as that, because the increase in number of telephones in use so closely parallels business growth in any city. And, in prosperous, booming El Paso, Texas, the number of telephones has increased 221% since 1940*. . . . Put *your money* where it'll earn *more money* — on KROD-TV — the top-producing advertising medium in one of America's top sales-producing markets (32% over the national average). Your Branham man can give you the whole story.

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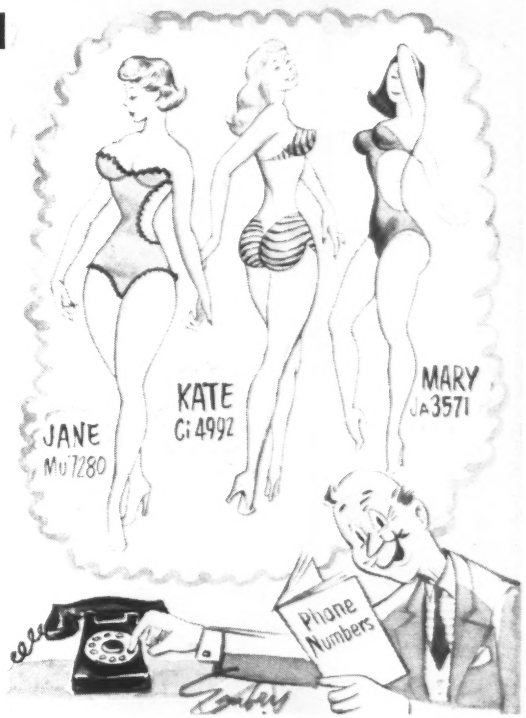
El Paso, Texas



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NEW MEXICO
EL PASO
TEXAS
channel 4

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Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by
The BRANHAM CO.

Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 48,275
Houston—
KNUZ-TV (39) See footnote (c)
►KPRC-TV (2) NBC; Petry; 387,000
►KTRK-TV (13) ABC, DuM; Blair; 387,000
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
►KTVE (32) Forjoe; 40,000
Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 67,878
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 11/17/54-7/1/55
Midland—
►KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
►KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
►KENS-TV (5) ABC, CBS, DuM; Free & Peters; 237,255
►WAOI-TV (4) ABC, NBC; Petry; 236,912
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 103,144
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 103,760
Tyler†—
KETX (19) See footnote (c)
►KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294
Waco†—
►KANG-TV (34) CBS, ABC, DuM; Raymer; 46,075
KWTX-TV (10) 12/1/54-Unknown
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 47,673
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 88,430
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
►KTVT (4) NBC; Katz; 167,200
►KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS, NBC; Weed; 113,000

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
►WVEC-TV (15) NBC, DuM; Avery-Knodel; 131,000
Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 100,627
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 179,100
Newport News —
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 349,467
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
►WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 481,193
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 311,001

WASHINGTON

Bellingham—
►KVOS-TV (12) CBS, DuM; Forjoe; 158,653
Pasco†—
►KEPR-TV (19) 39,500
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 408,100
►KOMO-TV (4) NBC; Hollingbery; 408,100
►KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) NBC; Katz; 100,410
►KREM-TV (2) ABC; Petry; 95,649
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,553
Tacoma (Seattle)—
►KTVW (13) Barry, N. Y.; Clark, Chicago; 408,100
►KTNT-TV (11) CBS, DuM; Weed; 408,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 39,500

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
►WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 31,180
Huntington—
►WSAZ-TV (3) NBC, ABC; Katz; 491,728
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
►WOAY-TV (4) ABC; Weed
Parkersburg—
►WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 304,269
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
►WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; Headley-Reed; 3/10/54-April '55
►WMBV-TV (11) See Marinette
La Crosse†—
►WKBT (8) ABC, CBS, NBC, DuM; Raymer; 52,000
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 103,000
►WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette†— (Green Bay)—
►WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 408,900
►WOKY-TV (19) CBS, DuM; Bolling; 398,255
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 746,982
►WTVW (12) ABC, DuM; Petry
Neenah—
WNAM-TV (42) See footnote (e)
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 94,270
►KDAL-TV (3). See Duluth, Minn.
Wausau—
►WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 52,400

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Wed; 14,000
►KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
KFAR-TV (2) ABC, CBS; 7/1/53-Unknown
KTVF (11) 12/29/54-2/15/55

HAWAII

Hilo†—
Hawaiian Bcstg. System (9) 1/19/55-Unknown
Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 65,000
►KONA (11) NBC; NBC Spot Sls.; 62,000
►KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
Hawaiian Bcstg. System (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
►WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
►CHCT-TV (2) CBC; All Canada, Weed; 11,000
Edmonton, Alta.—
►CFRN-TV (3) CBC; Radio Rep., Young; 12,000
Halifax, N. S.†—
►CBHT (3) CBC, CBS
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 316,101
Kingston, Ont.†—
►CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
►CKCO-TV (13) CBC, CBS; Hardy, Weed; 85,000
London, Ont.—
►CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
Montreal, Que.—
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
►CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy, Weed; 6,000
Regina, Sask.†—
►CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
►CJBR-TV (3) CBC; Stovin, Young; 5,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 16,842
Saskatoon, Sask.†—
►CFQC-TV (8) CBC; Radio Rep., Young; 8,900
Sault Ste. Marie, Ont.†—
►CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
►CJCB-TV (4) Weed; 8,940
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
►CKLW-TV (9) CBC, DuM; Young; 1,238,585
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
►XETV (6) Weed; 296,402

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UPCOMING

Feb. 21: RAB Clinic, Washington.
Feb. 21: Beginning, Six Levels of Commmunications seminar, U. of Chicago, Chicago.
Feb. 23: Presentation, Voice of Democracy Awards, Shoreham Hotel, Washington.
Feb. 23: RAB Clinic, Richmond, Va.
Feb. 23: BMI Clinic, Benjamin Franklin Hotel, Seattle, Wash.
Feb. 23: BMI Clinic, Marion Hotel, Little Rock, Ark.
Feb. 23: Senate Commerce Committee hearing on nomination of George C. McConnaughey, Capitol, Washington, room G-16, 10 a.m.
Feb. 24: RAB Clinic, Roanoke, Va.
Feb. 25: RAB Clinic, Baltimore.
Feb. 25: BMI Clinic, Multnomah Hotel, Portland, Ore.
Feb. 25: BMI Clinic, Heidelberg Hotel, Jackson, Miss.
Feb. 28: BMI Clinic, Tutwiler Hotel, Birmingham, Ala.
Feb. 28: BMI Clinic, Clift Hotel, San Francisco.

MARCH

March 2: BMI Clinic, Ambassador Hotel, Los Angeles.
March 2: BMI Clinic, Dinkler-Plaza Hotel, Atlanta.
March 4: BMI Clinic, Hotel Santa Rita, Tucson, Ariz.
March 4: BMI Clinic, Columbia Hotel, Columbia, S. C.
March 4-6: Hi-Fi Fair, Hotel Harrington, Washington.
March 7: RAB Clinic, New Orleans.

ON THE DOTTED LINE . . .

PEPSI-COLA Bottlers of southern West Virginia agree with WCHS-TV Charleston-Huntington, W. Va., to a 52-week spot announcement campaign over the station. L to r: Warren Vallandingham and Maj. J. W. Ramsey, representing the Pepsi-Cola bottlers, and Claude Wheeler, retail sales manager of WCHS-TV, who said that this sale pushed sales for first week in February over any previous week.

TWELFTH consecutive year of sponsorship of *The Bailey News Reporter* over WQAM Miami is contracted by (l to r): front, G. Tom Bailey Jr., vice president of Bailey's lumber yards; Harry Lawson, secretary-treasurer of Bailey's; standing, Brad Wyckoff, Wyckoff & Parish Adv., and L. L. Zimmerman, local sales supervisor of WQAM. The Bailey news show is carried over WQAM Mon.-Sat. at 7:00-7:15 a.m.

SHELL OIL Co. contracts for *Shell Tv News* over KTRK-TV Houston with Ray Conaway, well-known Houston newscaster. Approving the agreement are (l to r): seated, S. H. Douglas, Shell Oil division representative, advertising and sales promotion; L. B. Holdgraf, Shell sales superintendent of Houston district; standing, Bill Bennett, KTRK-TV commercial manager, and Willard Walbridge, general manager of the channel 13 Houston station.

March 7: BMI Clinic, Washington Duke Hotel, Durham, N. C.

March 7-12: National Tv Servicemen's Week.

March 8: RAB Clinic, Shreveport, La.

March 8: BMI Clinic, Alvarado Hotel, Albuquerque, N. M.

March 9: RAB Clinic, Dallas, Tex.

March 9: BMI Clinic, Patrick Henry Hotel, Roanoke, Va.

March 10: Deadline, Entries for Payne Communications Awards, U. of Illinois, Urbana, Ill.

March 10: RAB Clinic, San Antonio, Tex.

March 10: BMI Clinic, Hotel Adolphus, Dallas, Tex.

March 11: RAB Clinic, Corpus Christi, Tex.

March 11: BMI Clinic, Roosevelt Hotel, New Orleans.

March 11: BMI Clinic, Stonewall Jackson Hotel, Clarksburg, W. Va.

March 12: Tenth Annual Michigan State College Radio & Television Conference (one day; for educators), **East Lansing, Mich.**

March 12: First Annual Michigan State College High School Radio & Television Day, **East Lansing, Mich.**

March 15: Deadline, Entries for George Polk Journalism Scholarship, Long Island U., Brooklyn, New York.

March 16-19: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 16: BMI Clinic, Hotel Hayes, Jackson, Mich.

March 16: BMI Clinic, Colonial Hotel, Springfield, Mo.

March 18: BMI Clinic, Blackhawk Hotel, Davenport, Iowa.

March 18: BMI Clinic, Netherland Plaza Hotel, Cincinnati.

March 18-19: Atlanta Advertising Institute, Emory U., Atlanta.

March 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.

March 21: RAB Clinic, Albuquerque, N. M.

March 21: BMI Clinic, Emerson Hotel, Baltimore.

March 21: BMI Clinic, Cornhusker Hotel, Lincoln, Neb.

March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.

March 22: RAB Clinic, Amarillo, Tex.

March 23: RAB Clinic, Oklahoma City

March 23: BMI Clinic, Leland Hotel, Springfield, Ill.

March 23: BMI Clinic, Hershey Hotel, Hershey, Pa.

March 24: RAB Clinic, Tulsa, Okla.

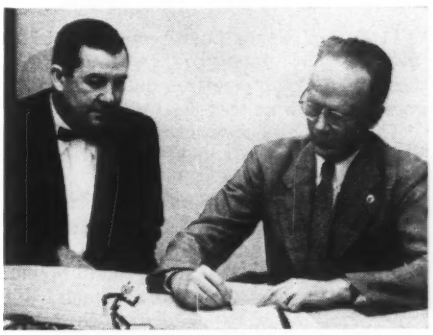
March 25: RAB Clinic, Little Rock, Ark.

March 25: BMI Clinic, Plankinton Hotel, Milwaukee.

March 28: BMI Clinic, Andrew Jackson Hotel, Nashville, Tenn.

March 30: BMI Clinic, Brown Hotel, Louisville, Ky.

MORT NEFF (l), host of WWJ-TV Detroit's *Michigan Outdoors* program, devoted to sports and sportsmen's activities in Michigan, is congratulated as his contract is renewed for the fourth consecutive year by Warren Carroll (r), general manager of Altes Brewing, and W. B. (Brod) Doner, president of the agency bearing his name.



LOOKING OVER a contract calling for 260 spot announcements to be placed on WSAZ-TV Huntington, W. Va., by the Appalachian Electric Power Co. are Robert E. White (l), WSAZ-TV sales manager, and Sam Pritchard, district manager of the power company.

BROADCASTING TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

☐ 52 weekly issues of **BROADCASTING • TELECASTING**	$7.00
☐ 52 weekly issues and **BROADCASTING Yearbook-Marketbook**	9.00
☐ 52 weekly issues and **TELECASTING Yearbook-Marketbook**	9.00
☐ 52 weekly issues and both **Yearbook-Marketbooks**	11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Look Before Pay-See Leap

IN ISSUING its notice of proposed rule-making on subscription television the FCC raised all the fundamental questions which have not yet been answered and which must be before such a sweeping change can be seriously entertained.

In raising these questions and soliciting answers, the Commission acted with commendable disregard for the intense promotion to which it and the U. S. public have been exposed by the advocates of pay-see tv. For several years, the advocates have worked, with skill and persistence, to spread the impression that subscription tv would mean everything to everybody.

It has been promoted as a source of vast riches for broadcaster, movie producer, sports promoter, equipment manufacturer and anyone else who might be remotely associated with such an enterprise, as a means of increasing the quality and quantity of culture and entertainment available to the public, as a sure cure for the uhf problem and whatever other disorders afflict the contemporary system of sponsor-supported broadcasting.

It may turn out to be all these things, but so far we have only the biased assurances of its advocates. Other views should be heard.

No more significant proposal than this has been before the FCC. The basic principle of free vs. fee broadcasting is at stake. Certainly a box office should not be built into tv without the most conscientious consideration of its probable effects.

Anyone who has an interest in broadcasting will be abdicating his responsibility if he fails to think the problem through and submit his thought to the FCC before the May 9 deadline.

Second Wind

THE preliminary bout between Hairbreadth Harry Plotkin and Bruiser Bob Jones for the network-FCC baiting championship of the Senate Commerce Committee wound up last Thursday in total confusion with neither legal gladiator likely to be in the finals.

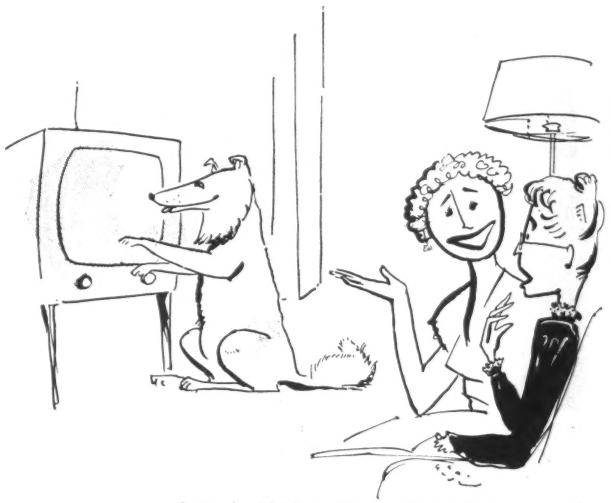
The only decisive result seems to be that there will be a full-dress inquisition into what makes tv and the FCC tick, compounded by the prospect that the affair will be strictly along party lines. This was presaged in the manner in which the Jones "Progress Report," dripping with tired statistics and antique exhibits, was released. It bore the implied endorsement of all of the Republican members of the Committee, whereas the "Plotkin Memorandum" released a fortnight earlier, was labeled as one man's opinions.

Mr. Plotkin had expounded conclusions, sucked out of his thumb, that would spell the end of network operations as now performed, and would remake the broadcasting structure through Government regulation and possibly anti-trust action.

Former FCC Comr. Jones, in a report far milder than the advance billing, tries to avoid the pre-judgment indulged by his Democratic adversary on the ground that there's inadequate information available at the FCC or in the hands of the Committee. But even with his obvious attempt at restraint, Mr. Jones could not help but telegraph his punches. He pleads for uniform statistics from networks and stations, and attaches a couple of long-winded samples to his report. Now uniform accounting is an inevitable prelude to determination of whether charges are "reasonable". That determination usually precedes the fixing of rates to ensure an equitable, but not exorbitant return. Rate regulation constitutes the common carrier concept. Congress, 25 years ago, decided that broadcasting is not a common carrier, and that the rates charged for time and other normal business dealings are beyond the regulatory pale.

And, although former Comr. Jones tried hard to avoid conclusions, he couldn't restrain himself from fighting again the battle of the sixth and final television allocations report which found him in the minority. Whether his plan for a catch-as-catch-can allocation as against the "planned economy" approach of the majority was sound, it is no longer at issue. Nationwide competitive tv service has been established. It is far from an ideal structure. The job at hand is to remedy the defects, rather than fight the allocations war again.

Mr. Jones dwells at length upon the economics of television and how that advertiser's dollar is divided, to the detriment of smaller markets, both as to uhf and vhf. In the fast-moving tv field, last year's statistics are like yesterday's newspaper. He bemoans the acknowledged fact that most business goes into the first sixty markets. In a free economy, the advertiser can't be legislated into buying coverage he doesn't want. But the record also will show that there are many stations in secondary markets, which by dint of initiative, ingenuity and salesmanship, get their share of the national business.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

"A hopeless crush . . . she keeps hunting for Tin Tin Rin!"

Dozens of flaws can be picked in the Jones Report. But, like the Plotkin effusion, no matter how it is labeled, it also constitutes "one man's opinions" The biggest threat we see in the Jones' document is the hammering away at a "uniform accounting procedure," the results of which would be thrown open to all competitive eyes. Economic data collected by the FCC in the past (and under dubious authority) has never been disclosed except in aggregate and weighted figures, to protect their confidentiality. This, Mr. Jones would confiscate. And the extent to which he would do this is indicated in the proposed questionnaires he would send to all stations and all networks. Not even the common carrier telephone and telegraph companies, whose tariffs are filed with the FCC, are required to supply anything approaching the infinite detail he proposes.

There can be no doubt that the events to date, even though they constitute the individual views of "majority" and "minority" counsel, will result in soul-searching on the part of the networks and of the FCC. In that process, some of the inequities that exist may be remedied.

If schedules are maintained, the Senate Committee should get its preliminary reports from the FCC and the Dept. of Justice sometime next month—the "30-day" command performance of Chairman Magnuson. Sometime thereafter, Sen. Magnuson promises public hearings. It might be a good thought to have Messrs. Plotkin and Jones appear as the first witnesses to offer, say, one-hour arguments on the whys and wherefores of their *ex-parte* reports.

The Sober Side

ON Feb. 13 on the ABC Radio Network the Rev. Sam Morris, Baptist minister and president of an insurance firm which writes auto insurance for teetotalers only, delivered a lecture urging a ban on advertising for alcoholic beverages.

It was within Mr. Morris' right to buy the time and within ABC's to sell it. The Rev. Morris and other prohibitionists are entitled to their views, but so are the vastly larger number of anti-prohibitionists. To let the reverend's arguments go unanswered would be to deprive unfairly the opposite view of being exposed.

In this case we wonder if it would not be justified to sell time for an answering argument, and what more logical clients than distillers, brewers or vintners? Obviously the answering argument could not consist of praise for the virtues of heavy drinking, but it could be based soundly on the principle that where alcholic beverages are legal, their advertising should be legal too.

Sponsored or sustaining, an editorial answering Dr. Morris does seem indicated, unless ABC wishes to suggest that it agrees with a proposal to outlaw a perfectly legitimate form of advertising.

by Duane McKenna

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STING

It's Better when it's **BIG!**

The BIG Station in Eastern Michigan is

WTAC

Flint

BIG ideas in service to listeners and advertisers alike. WTAC has placed in service Radio's *first* mobile studios designed and built especially for broadcasting from the field in the Eastern Michigan area. It's a service that speaks for itself.

The BIG Station in Hawaii is

KPOA

Honolulu

BIG in its service to national advertisers, KPOA makes personal visits to 2,500 Honolulu homes each year . . . samples KPOA-advertised products . . . and compiles accurate, month-by-month reports on products on hand in Hawaii's homes.

Expect and get **BIG** sales results with the **BIG** Stations

WTAC Flint
1000 watts at 600
nationally represented by
The Bolling Company, Inc.

KPOA Honolulu
5000 watts at 630
nationally represented by
George P. Hollingbery Co.

RADIO HAWAII, INC.
420 LEXINGTON AVENUE,
NEW YORK 17, N.Y.